

Corporate Partnership Fact Sheet



Thank you for your support of Susan G. Komen®. Below are tips to help you determine if a cause-related marketing promotion with Komen will meet your business objectives. Please review the following carefully before completing the Corporate Partnership Proposal Form.

Licensed Trademarks:

Komen owns certain trademarks including the Susan G. Komen name, Signature Logo, Running Ribbon and 1-877 GO KOMEN (collectively, the "Licensed Marks"). Written permission from Komen is required to use any Licensed Marks.

Criteria for Businesses Seeking Partnership with Komen:

A minimum of one year in business is required for any party seeking a partnership with Komen.

To ensure that all cause-related marketing promotions benefiting Komen are consistent with best practices, Komen recommends a guaranteed financial commitment. Please see the Corporate Partner Proposal Form for additional information.

Limitations:

- Although Komen is the beneficiary of donations through its partnerships, we, including our Affiliates, have no ability to sell or distribute products for our partners. However, Komen may publicly acknowledge its corporate partners. Because of our non-profit status, we cannot advertise for our partners or promote our partners or promote our partners' products and services.
- Komen cannot agree to sell, loan or distribute its mailing list or e-mail addresses to third parties.
- Komen is unable to secure celebrities for promotional purposes.
- Promotions benefiting Komen cannot include any products or packaging containing the Proposition 65 warning label or any language pertaining to an increased risk of cancer.

Komen is unable to accept proposals in the following business categories:

- Airlines
- Alcoholic beverages
- Athletic shoes and apparel
- Automobiles
- Books
- CD's
- Firearms

Breast Cancer and Breast Health Education:

In connection with all cause-related marketing promotions benefiting Komen, we require partners to help us raise awareness and educate the public about breast health and breast cancer. We ask all partners to publish Komen's website (www.komen.org), toll-free breast care helpline, (1-877 GO KOMEN) and Komen's Promise on all partner promotions, events, marketing packaging and related advertising materials.

Disclosure Regulations:

Cause-related marketing promotions that benefit Susan G. Komen are regulated by the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability, by applicable state commercial co-venture laws as well as by the Five Best Practices for Transparent Cause Marketing implemented by the New York Attorney General. These regulations and best practices require full disclosure to the consumer regarding the benefit to the charity when donations are raised through a consumer purchase on all packaging, advertising and promotional materials in clear and unambiguous terms. If your promotion is approved, Komen will work with your company to suggest appropriate disclosure language. To provide maximum transparency to consumers, Komen strongly encourages the use by its partners of a “donation information” label on products or websites used in cause marketing promotions.

For more information about the BBB Standards (including Standard 19, which applies to cause-related marketing promotion disclosure), please visit <http://www.bbb.org/us/standards-for-charity-accountability/>. For information about Five Best Practices, please visit www.charitiesnys.com/cause_marketing.jsp.

Registration as a Commercial Co-Venturer:

Your business may also be required to register in certain states as a “commercial co-venturer” if conducting a cause-related marketing promotion. Specific requirements for commercial co-ventures vary from state to state. Although Komen cannot give legal advice to third parties, we recommend seeking legal counsel to ensure compliance with applicable state requirements.

National vs. Local Programs:

We sometimes find that submitted proposals are better suited for a local program rather than a national program. Susan G. Komen has more than 120 local Affiliates across the U.S. and abroad serving more than 19,000 communities. If your proposal may be more appropriate as a local program, we may suggest that you contact your local Affiliate.

Merchandising:

If you would prefer to sell your product only on ShopKomen.com®, please e-mail NewKomenProducts@MainGateInc.com for more information on product submission.