



## CAUSE-MARKETING PARTNERSHIP **GUIDELINES & APPLICATION**

*Thank you for your interest in developing a cause-marketing partnership with the California Fire Foundation. The California Fire Foundation is a non-profit 501(c)(3) organization dedicated to recognizing the courage of firefighters, and the perseverance and sacrifice of fire victims. Formed in 1987, the California Fire Foundation's mandate includes an array of public education and victim assistance programs. Our organization strives to find mutually beneficial cause-related marketing relationships in support of our mission. We enthusiastically welcome the opportunity to explore and develop new corporate champions. We look for companies with a solid history and strong brand image who would like to make a contribution that is significant and clearly defined to the consumer.*

*Before submitting a proposal, please read the following information carefully to help determine if a cause-marketing partnership with the California Fire Foundation is right for your company. These guidelines were created to help ensure that our corporate partners and our supporters feel proud of the promotions that support our mission.*

### **LOGO/LICENSED MARKS USAGE**

The California Fire Foundation owns the registration for the California Fire Foundation name, logo, programs and Licensed Marks. Permission is required for use of any of these Licensed Marks. A party that desires to obtain permission to use these Licensed Marks must execute a written contract with the California Fire Foundation that outlines how the Licensed Marks will be used. Until a fully executed License Agreement is received by the organization, **use of the California Fire Foundation name, logo, or any of its licensed marks is strictly prohibited.**

### **TRANSPARENCY**

The California Fire Foundation operates under the **Better Business Bureau Standards for Charitable Accountability**. These guidelines require clear disclosure to the consumer. In compliance with these guidelines, the California Fire Foundation requires full disclosure regarding the benefit to the organization when funds are raised through a consumer purchase or promotion (e.g. \$1 from the sale of each item benefits the California Fire Foundation) on all packaging, advertising and promotional materials in clear and unambiguous terms. Your company/organization must be able to comply with this requirement.

### **COMMERCIAL CO-VENTURE REGISTRATION**

Your organization may be required to register in certain states as a "commercial co-venturer." In its simplest terms, a commercial co-venture is a relationship where an organization promotes a product or service and represents to the public that a portion of the proceeds will benefit a cause. If the product or service is being promoted in a state that requires commercial co-venturer registration, the organization conducting the program/promotion must file certain documents with that state's Attorney General's office (or other state-designated entity). The specific documents that must be filed will vary from state to state, but will generally include a registration statement and a copy of the contract. Although the California Fire Foundation cannot give legal advice to organizations that conduct programs/promotions with us, we do advise them to seek legal counsel to ensure that they comply with these registration requirements.

## **BRAND PILLARS**

*Any product or service included in a cause-marketing agreement should embody or promote the five key pillars of the CALIFORNIA FIRE FOUNDATION brand:*

- **Hope & Inspiration**
- **Sacrifice**
- **Empowerment**
- **Community**
- **Passion & Excellence**

## **RESTRICTED CATEGORIES**

- **Tobacco**
- **Firearms**
- **Adult/violently graphic websites/products**

## **MINIMUM REQUIREMENTS**

*The California Fire Foundation will only review cause-marketing proposals that meet the following established minimum requirements:*

- Minimum of one year of established business operations for your organization.
- Minimum percentage contribution of the retail price for cause-related products or services is recommended.
- A minimum contribution is recommended (accumulated from agreed upon percentage as discussed by each party).
- Adherence to the Better Business Bureau's guidelines for charitable giving, which stipulates full disclosure to the consumer on all packaging, advertising and promotional materials in clear, unambiguous terms (e.g. \$1 from the sale of each item benefits the California Fire Foundation).
- Agreement to disseminate educational information about programs and services of the California Fire Foundation with every cause-marketing initiative is preferred.
- Agreement to publish our name/logo, web site address and phone number with every cause-marketing initiative to connect consumers to our organization.
- **Until a fully executed Memorandum of Understanding is received by the California Fire Foundation, use of the name, logo or any of its licensed marks is strictly prohibited and punishable by law.**

## **IMPORTANT INFORMATION**

- The California Fire Foundation does not sell, loan or distribute its mailing list or email addresses to any company or individual.
- The California Fire Foundation does not endorse any company's products or services. Material cannot include any wording that suggests endorsement or approval of a product or service by the California Fire Foundation.
- The California Fire Foundation cannot be responsible for any product, service or event costs.
- Any use of the Licensed Marks must be approved in writing by a California Fire Foundation representative before they are distributed or publicized in any way.
- The California Fire Foundation cannot direct any funds raised by our partners towards specific families, individuals, or incidents.



THE CALIFORNIA FIRE FOUNDATION  
**CAUSE-MARKETING PARTNERSHIP APPLICATION**

*Thank you for thinking of the California Fire Foundation, a non-profit 501 (c)(3) organization dedicated to recognizing the courage of firefighters, and the perseverance and sacrifice of fire victims. Formed in 1987, the California Fire Foundation's mandate includes an array of public education and victim assistance projects. Please complete and submit the following cause-marketing application.*

**BASIC INFORMATION**

Company Name \_\_\_\_\_

Full Address \_\_\_\_\_

Name and Title \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

**COMPANY OVERVIEW**

Year founded: \_\_\_\_\_ Company category: \_\_\_\_\_

Brief company description: \_\_\_\_\_

**PARTNERSHIP OVERVIEW**

Proposed promotion concept (event or product) and objective:

\_\_\_\_\_  
\_\_\_\_\_

Target audience: \_\_\_\_\_ Promotion duration (start and end dates) \_\_\_\_\_

Brief description of outreach plan, including website, advertising, and marketing promotion:

\_\_\_\_\_  
\_\_\_\_\_

Distribution channels: \_\_\_\_\_

Percent of retail or ticket price donated to CFF: \_\_\_\_\_ Minimum guaranteed donation: \_\_\_\_\_

Estimated final donation to CFF: \_\_\_\_\_ Estimated date CFF will receive contribution: \_\_\_\_\_

Additional Beneficiaries: \_\_\_\_\_

Explain planned adherence to the Better Business Bureau's guidelines for charitable giving, which stipulates full disclosure to the consumer on all packaging, advertising and promotional materials in clear, unambiguous terms (e.g. *\$1 from the sale of each item benefits the California Fire Foundation with a cap of \$100,000*):

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How will the CFF logo and website address be promoted as part of this initiative?

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Please outline your expectations for the California Fire Foundation's involvement and support of this initiative:

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***I acknowledge that I have fully read the terms and requirements of the application, and agree to comply with the guidelines:***

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Signature

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Print Name

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Date

*When possible please submit a company media kit and any other collateral or brochures about your organization or the promotion.*

Please send all material via email to Kara Haynes at **khaynes@cpf.org**  
or mail to:

**California Fire Foundation**  
1780 Creekside Oaks • Sacramento, CA 95833