

Cause marketing proposal form

Date:

Company/contact information:

Company's full name: Your name and title: Address: City: State: Zip: Phone: Fax: Email: Company Web address: What is the nature of your business? When was your business established? Number of employees:

Why have you chosen the Alzheimer's Association as the beneficiary of your promotion?

Are you currently partnering with any local Alzheimer's Association chapters? ☐ Yes ☐ NoIf yes, please list:

Please list any past experience(s) with other charities:

Description of promotion:

Please describe your product or service to be involved in the promotion. *(Add additional pages if necessary.)*What is the suggested price of the product or service?

Where will the product or service be sold or offered?

☐ U.S. – National ☐ U.S. – Regional ☐ U.S. – Local ☐ International – if so, where? When will the promotion begin? End? When will the products be available at retail? How many units do you estimate to sell? How will you market and implement the initiative? *(e.g. advertising, public relations, Web, social media, etc.)*Will you sell through: ☐ Company store ☐ Franchises ☐ Other retailers ☐ Catalogs ☐ Online☐ Other, please describe:

What is the timeframe in which you require the Alzheimer's Association to make a decision about the relationship?

What will be expected of the Alzheimer's Association in the relationship?

Will the Association be the sole beneficiary of this initiative? ☐ Yes ☐ No

If no, please list other charities involved:

Your information will help the Alzheimer's Association understand your proposal. Please feel free to share any additional information that you feel is important.

Donation structure:

Promotions benefitting the Alzheimer's Association typically follow the below guidelines:

Guaranteed minimum donation (starting at \$25,000) for total products sold. This will vary depending on factors such as:

- Length of promotion.
- Use of Alzheimer's Association licensed trademarks (*e.g. Association name, logo, etc.*).
- *Percentage per product sold (this percentage would be accrued against the minimum donation).*

Companies can offset royalties earned to pay minimum guarantee. If a company does not meet the minimum by the end of the promotion, the company is required to pay the difference in full.

What is your guaranteed minimum donation for this promotion?

Please identify the specific percentage of sale that will be contributed to the Alzheimer's Association:

Will your company be able to provide a guarantee of funds to the Alzheimer's Association in order to use licensed marks?

☐ Yes ☐ No

Disclosure regulations:

Cause-related marketing promotions benefitting the Alzheimer's Association are regulated by the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability as well as by applicable state laws. These regulations 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, the Alzheimer's Association will work with your company to suggest appropriate disclosure language.

For more information about the BBB Standards, please visit bbb.org/us/Charity-Standards.

Submissions:

Thank you for expressing interest in working with the Alzheimer's Association. In order to help us understand how the Association can work with your company, please complete and return this questionnaire to corporateinitiatives@alz.org.

Quick Facts:

- The Alzheimer's Association requires prior approval of all packaging, advertising and promotional materials that bear our trademarks.
- A cause marketing promotion is separate and distinct from other Alzheimer's Association national sponsorships.
- We require full disclosure on all packaging, advertising and promotional materials in clear and unambiguous terms.
- A contract is required for the use of the Alzheimer's Association name, logo or trademarks.
- For promotions better suited for local implementation, we are happy to refer you to one of our more than 70 chapters for consideration.

To learn more about how your company can get involved with our cause, visit alz.org/jointhecause.