



OCRFA CORPORATE CAUSE MARKETING PARTNERSHIP GUIDELINES

Corporate partnerships are very important to Ovarian Cancer Research Fund Alliance (OCRFA) in our fight against ovarian cancer. We welcome all companies and brands, large or small, to inquire about creating a cause-related program with OCRFA as the beneficiary.

OCRFA appreciates any and all donations from individuals and companies. If you wish to use the OCRFA registered logo and receive marketing support from OCRFA, you must become an OCRFA Corporate Partner and sign a Cause Marketing Agreement.

BENEFITS FOR EACH PARTNERSHIP LEVEL:

OCRFA Corporate Partner (minimum donation of \$10,000+):

- Announcement of partnership and program on OCRFA.org homepage.
- Dedicated email blast announcing the partnership with OCRFA
- Logo and program description on Shop To Support Ovarian Cancer page on OCRFA.org. This helps drive traffic to our partner's website, social platforms and/or brick/mortar stores.
- Logo on Sponsors and Partners page on OCRFA.org.
- Dedicated Facebook (65,000+ fans) and Instagram (5,200+) post

OCRFA Corporate Partner (minimum donation of \$5,000 – \$9,999):

- Logo on Sponsors and Partners page on OCRFA.org
- Dedicated Facebook (65,000+ fans) and Instagram (5,200+) post

OCRFA Corporate Friend (minimum donation of \$1,000 - \$4,999):

- Social media opportunities Facebook (65,000+ fans) and Instagram (5,200+)

MINIMUM DONATION:

A minimum donation guarantee is required in order to ensure that OCRFA can continue to fund critical ovarian cancer research and support programs. The guarantee is determined on a case-by-case basis, based on the values explained above. Factors include how many items, level of distribution, price of product, etc. Your program can be based on volume (typically it is 10% of the retail sale), be a flat donation (an agreed upon dollar amount regardless of transactions), or it could be a donation up to a certain maximum amount.

DONATION PROCEDURE WITHOUT FORMAL PARTNERSHIP (up to \$999):

If you wish to make a smaller donation to OCRFA and cannot commit to a minimum donation of \$1,000 or above, OCRFA would still be happy to accept your charitable donation and lend its name in good faith:

- You will not need to sign a Cause Marketing Agreement
- While you will not be authorized to use the OCRFA registered logo, you may use the OCRFA name in your marketing communications in text format (i.e. website, social, press, packaging, etc.) with the following suggested language, as transparency is important:

“[From X date to X date], [Name of Company] has chosen to donate XYZ% or \$XYZ from this purchase to Ovarian Cancer Research Fund Alliance.”

OCRFA abides by the Better Business Bureau’s guidelines on Charity Accountability.

Therefore, the donation statement must be expressed as a specific % of \$ amount and generic language such as proceeds, profits, or net is not compliant.

- OCRFA promotion of these programs is at the organization’s discretion and cannot guarantee promotional support for such programs at this level.
- Lastly, we just ask that you fill out a “Letter of Intent” for our records as this will not be deemed as a “formal” partnership.

FULL DISCLOSURE:

OCRFA requires that every product, brand, and/or company that displays the OCRFA logo disclose the exact and full benefit to the organization in plain and explicit language on all materials that the public will see. OCRFA complies with the Better Business Bureau guidelines on Charity Accountability. The actual or anticipated amount of the purchase price that will benefit OCRFA must be clearly stated. OCRFA will not accept or approve any promotions or promotional materials that state “a portion of the proceeds” or any other vague statement. The donation statement must be stated in retail terms (NOT wholesale).

REGISTERED MARKS:

- Use of Registered Marks are prohibited unless there is a fully executed Cause Marketing Agreement. OCRFA must have received the fully executed Cause Marketing Agreement before any Registered Marks are released.
- All OCRFA Registered Marks must be utilized in accordance to the graphic standards that OCRFA sets forth.

COMPANIES:

Must be in business for more than 12 months.

CELEBRITIES:

OCRFA cannot secure a celebrity to serve as a program spokesperson, and cannot guarantee that OCRFA will provide representatives to attend store events and/or other promotions.

MAILING LISTS:

As per OCRFA’s privacy policy, OCRFA does not sell its mailing list nor does OCRFA release its mailing list to any company or individual—this includes email addresses.

If you have any questions about our guidelines please contact: Nikki Wargo, Director, Corporate Partnerships, nwargo@ocrfa.org

