



OCRA CORPORATE CAUSE MARKETING PARTNERSHIP GUIDELINES

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

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

BENEFITS FOR EACH PARTNERSHIP LEVEL:

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

- Announcement of partnership and program on ocrahope.org homepage.
- Dedicated email blast announcing the partnership with OCRA
- Logo and program description on Shop To Support Ovarian Cancer page on ocrahope.org. This helps drive traffic to our partner's website, social platforms and/or brick/mortar stores.
- Logo on Sponsors and Partners page on ocrahope.org.
- Dedicated Facebook (67,000+ fans) and Instagram (5,500+) post

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

- Logo on Sponsors and Partners page on ocrahope.org
- Dedicated Facebook (67,000+ fans) and Instagram (5,500+) post

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

- Social media opportunities Facebook 67,000+ fans) and Instagram (5,500+)

MINIMUM DONATION:

A minimum donation guarantee is required in order to ensure that OCRA 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 OCRA and cannot commit to a minimum donation of \$1,000 or above, OCRA 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 OCRA registered logo, you may use the OCRA 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 Alliance.”

OCRA 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.

- OCRA 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:

OCRA requires that every product, brand, and/or company that displays the OCRA logo disclose the exact and full benefit to the organization in plain and explicit language on all materials that the public will see. OCRA complies with the Better Business Bureau guidelines on Charity Accountability. The actual or anticipated amount of the purchase price that will benefit OCRA must be clearly stated. OCRA 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. OCRA must have received the fully executed Cause Marketing Agreement before any Registered Marks are released.
- All OCRA Registered Marks must be utilized in accordance to the graphic standards that OCRA sets forth.

COMPANIES:

Must be in business for more than 12 months.

CELEBRITIES:

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

MAILING LISTS:

As per OCRA’s privacy policy, OCRA does not sell its mailing list nor does OCRA 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@ocrahope.org

