



## BCRF CORPORATE PARTNERSHIPS GUIDELINES

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Corporate Partnerships are crucial to the Breast Cancer Research Foundation® (BCRF) in our mission to fund life-saving research. BCRF appreciates any and all donations from individuals and companies. If you wish to use the BCRF registered logo, registered ribbon design, or registered tagline, you must sign a Cause Marketing Agreement and make a minimum donation commitment in accordance with BCRF's Corporate Partnerships program. Each potential partner is requested to complete and submit a proposal describing the intended campaign. BCRF welcomes all companies and brands to inquire about creating a cause-related program with BCRF as the beneficiary.

Mailing Lists	As per privacy policies, BCRF will not sell its mailing list and will not release its mailing list or email list to companies or individuals.
Agreement	Use of BCRF's Registered Marks is prohibited unless there is a fully executed Cause Marketing Agreement. A fully executed Cause Marketing Agreement must be in place prior to the release of Registered Marks.
Full Disclosure	BCRF requires that every product, brand, and/or company that displays the BCRF logo or BCRF ribbon, or any other Registered Mark discloses the exact and full benefit to the Foundation in plain and explicit language on all materials available to the public. BCRF complies with <a href="#">Attorney General</a> and the Better Business Bureau guidelines for cause marketing and charitable giving. Thus, the actual or anticipated amount of the purchase price that will benefit BCRF must be clearly stated. BCRF will not accept or approve any promotions or promotional materials that state "a portion of the proceeds" or other vague statements. Note that the donation statement must be stated in retail terms (NOT wholesale).
Minimum Donation	In order to ensure that BCRF can continue to allocate as much funding dollar towards research as possible, a guaranteed minimum donation for reach partnership is required. Minimum required commitments are \$10,000 to \$25,000, and are based on the size of the company and scale of the program. A program model can be based on volume of sales, a flat donation, a donation up to a maximum gift, etc. New partners must remit 50% of the donation upfront.
Companies	Must be in business and fully operating for a minimum of 12 months.
Promotions	Promotions benefiting BCRF cannot include any products or packaging containing the Proposition 65 warning label or any language pertaining to an increased risk of cancer.
Celebrities	The Breast Cancer Research Foundation cannot secure a celebrity to serve as a program spokesperson/ ambassador.
Registered Marks	All BCRF Registered Marks must be utilized in accordance with BCRF Brand Guidelines, which are provided upon execution of a formal Agreement.

If you have any questions about the proposal or our guidelines please contact:

BCRF Partnerships Team  
[Partnerships@bcrf.org](mailto:Partnerships@bcrf.org)