



## THE CALIFORNIA FIRE FOUNDATION 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 projects. 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.*

*Our corporate champions provide the California Fire Foundation with an opportunity to reach out to a variety of audiences with important information regarding the California Fire Foundation support system for fallen firefighters and their families, and the community. They also increase our visibility and opportunity to raise funds to support our programs that honor and aid fallen firefighters, their families and our communities.*

*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**

*Below are some guidelines for corporate champions considering a cause-related marketing relationship with the California Fire Foundation.*

- 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  
**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. Upon receipt of the application, we will review the information and respond within 48 hours.*

**BASIC INFORMATION**

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

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

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

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

**COMPANY OVERVIEW**

Year founded: *(Please note that a minimum of one year in business is required for any organization seeking a partnership with the California Fire Foundation)*

\_\_\_\_\_

Company category: *(For example: health and wellness, financial)*

\_\_\_\_\_

Brief company description:

\_\_\_\_\_

Brief financial history: *(Please attach the most recent annual report, if available)*

\_\_\_\_\_

Brief summary of historical cause-marketing programs, including beneficiaries and results:

\_\_\_\_\_

## **PARTNERSHIP OVERVIEW**

Proposed product or service:

---

Ideal partnership summary:

---

Distribution channels:

---

Target audience:

---

Promotion objectives:

---

Promotion duration, including start dates, end dates and deadlines:

---

Retail price:

---

Percent of retail price donated to the California Fire Foundation: *(Please note that a minimum percentage contribution of the retail price for cause-related products or services is recommended)*

---

Minimum guaranteed donation: *(A minimum contribution is recommended which is accumulated from agreed upon percentage as discussed by each party)*

---

Partnership financial projections, including formulas and duration:

---

Additional beneficiaries:

---

Brief description of your support of the program, including website, advertising, marketing and promotion:

---

Additional non-cash/in-kind partnership benefits:

---

Explain how this partnership will elevate your brand:

---

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*):

---

Explain plans to disseminate educational information about the California Fire Foundation with this cause-marketing initiative:

---

Explain plans to publish our logo, website address and phone number with this cause-marketing initiative to connect consumers to our organization:

---

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

---

*When possible please submit a company media kit and any other collateral, brochures, reports, about your organization or the program/promotion to further assist us in evaluating your proposal.*

Please send all material via fax, email or snail mail to:

**Hedi Jalon, Executive Director, California Fire Foundation**  
**1780 Creekside Oaks • Sacramento, CA 95833**

**Tel: 916-641-1707 • Fax: 916-921-1106, Attention: Hedi Jalon, Director • Email: [hjalon@cpf.org](mailto:hjalon@cpf.org)**