



## **BCRF CORPORATE PARTNERSHIPS GUIDELINES**

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Corporate partnerships are crucial to the Breast Cancer Research Foundation® (BCRF) and 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 must complete and submit a proposal describing the intended campaign. BCRF welcomes all companies (*with the exceptions as stated below*) and brands to inquire about creating a cause-related program with BCRF as the beneficiary.

### **Corporate Partnership Review Process:**

The very first step in the process to explore a partnership with BCRF is to submit a proposal for the Foundation's Partnership Committee to review. Please note: No alcohol, tobacco, guns, programs that sexualize the disease, or products that make medical claims in any way will be considered for partnership. The below partnership categories require additional council and review:

- Food and beverage proposals will be reviewed by the Breast Cancer Research Foundation Nutritional Council in addition to the Partnerships Committee.
- Beauty and fashion retail proposals will be reviewed by the Breast Cancer Research Foundation Senior Leadership Team in addition to the Partnerships Committee.

### **Corporate Partnership Requirements:**

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 BCRF's registered marks and assets.
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 product purchase points. BCRF complies with guidelines from the <a href="#">New York Attorney General's Office and the Better Business Bureau</a> 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 towards research as possible, a guaranteed minimum donation for each partnership is required. The minimum required commitment is \$20,000, and is also 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.

Promotions/Product	Promotions benefiting BCRF cannot include any products or packaging that contain ingredients known to be linked to increased risk of cancer, including any products that require a Proposition 65 warning per the state of California.
Category Intake	<p>Medical Claims: Due to the nature of BCRF's work in funding grants for breast cancer research, we are unable to enter into formal partnerships with companies or products tied to medical claims. The Breast Cancer Research Foundation cannot endorse specific health products or treatment options during or after breast cancer treatments. This includes any and all CBD/cannabis products.</p> <p>Food and Beverage: Because our work is health-focused and there are research studies that have linked sugar content, unhealthy diet, and alcohol consumption to breast cancer risk, BCRF is unable to partner with promotions of this nature. All food or beverage partnership proposals will be reviewed by BCRF's Nutritional Council.</p> <p>BCRF will not accept programs that sexualize breast cancer through words, images, campaign materials, or product.</p>
Sales	BCRF has no ability to sell or distribute products for our partners. The Breast Cancer Research Foundation is not a commerce organization.
Companies	Must be in business and fully operating for a minimum of 12 months.
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.
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)