

Criteria for Corporate Partnerships/Sponsorships

Corporations interested in partnering with a Warrick Dunn Charities campaign or program must meet all of the following criteria:

Warrick Dunn Charities welcomes proposals from businesses with at least one year operating experience; no proposals will be accepted from businesses in the following categories: Adult Content, Firearms, Tobacco.

Warrick Dunn Charities requires a guaranteed minimum donation of \$20,000 for partnerships and provides a list of benefits commensurate with each donation level.

Show a substantial and credible commitment to WDC's campaign/program goals and objectives (e.g., affordable housing, education, financial literacy, mental health, children and family wellness, healthy weight in children and families, eradicating homelessness) and to raising awareness about these conditions among the campaign or program's key audiences.

Offer products, services or communications materials that relate to encouraging families, financial advancement, children's safety, healthy eating, etc.

Warrick Dunn Charities does not endorse specific brands or products.

Are interested in providing resources, supporting campaign/program activities and developing materials through services such as printing program materials, disseminating campaign/program messages through existing organizational channels (such as Web sites, newsletters, direct mailings, advertising, product packaging), sponsoring events and/or producing multimedia materials.

Do not require or expect any endorsement, either actual or implied of any product or service by Founder, Warrick Dunn).

WDC Process for Approval of Corporate Partners

Proposed partners must first be adjudged to be appropriate by WDC and its contractors in order to be associated with a campaign or program.

They must then be approved through the WDC's review process, which includes clearance by the WDC Founder and Board of Directors.

WDC Requirements for Approved Corporate Partners

Corporate partners must agree to:

Work with the WDC staff and designated contractor staff to develop a written, signed Memorandum of Understanding (MOU) that outlines each party's activities and responsibilities.

Sign a WDC Trademark Licensing Agreement specific to use of a WDC campaign or program logo(s)

and/or word marks.

Commit to developing promotional materials and activities including product packaging that neither suggest nor imply an endorsement of any product or service by Warrick Dunn or Warrick Dunn Charities and are directly related and narrowly focused to the dissemination of health information and support of the campaign/program. Partners must provide such materials and activity plans to WDC and/or its contractor staff for review and approval prior to their use and/or dissemination.

Obtain permission of Warrick Dunn Charities before using Charity logos.

Use the disclaimer statement below when using a WDC campaign or program logo. The statements must appear at least once on each primary collateral item (e.g. Web site, brochure, ad) produced as part of a partnership program. Mice type/fine print is acceptable.

Disclaimer Language: Participation by [company name] does not imply endorsement by WDC.

Include the appropriate trademark symbol (™ or ®) as part of the campaign logo and other registered marks and adhere to all logo and word mark use guidelines specific to each campaign or program.

General Trademark Language Legal Line (based on timing of registration, using ™ or ®):

Unregistered Mark: [Insert campaign] is a trademark of Warrick Dunn Charities, Inc.

Registered Mark: [insert campaign] is a registered trademark of Warrick Dunn Charities, Inc.

Use all campaign and program materials without any changes to the content and with an attribution to the WDC as the source and with the above disclaimer language as necessary. In addition, partners must obtain appropriate permissions from owners of content licensed to but not owned by WDC.

Invest in the creation of activities and promotions that extend the dissemination of campaign/program messages, e.g., special events and promotions, Web promotions, customer mailings, on-package inclusion of campaign messages, editorial content, inclusion of campaign messages in paid advertising and airing of campaign public service announcements.

Partners are asked to work with WDC and/or contractor staff to determine appropriate use and obtain review and approval of each material prior to use.

WDC Acknowledgment of Corporate Partners

WDC offers the following ways to acknowledge the support of its corporate campaign or program partners:

- On Webpages, such as those featuring campaign or program partners or sponsored keynote events. This is reserved for partners who have made a commitment that is:
- Long-term (more than 3 months in duration);
- Confirmed through a signed MOU and Trademark Licensing Agreement with WDC;
- Directly supporting WDC campaign rather than with a community group associated with the campaign;
- A multi-faceted effort supported by WDC and its contractors;
- With a *linked URL* for a corporate site on a WDC Web page;
- With appropriate acknowledgement of corporate partners on event materials, signage and advertising for sponsored events.

Disclosure Regulations: Better Business Bureau and Commercial Co-Venture Laws

Warrick Dunn Charities follows the standards set by the Better Business Bureau (BBB) Wise Giving Alliance in its Standards for Charity Accountability. These regulations require full disclosure to the consumer and complete transparency as it pertains to benefits and donations being provided by the business to the charity. This includes information provided to the consumer through advertising of the campaign, language on the packaging, as well as descriptions of the promotion in materials or on websites. More information about the BBB Standards for Charity Accountability can be found in Standard 19 on the BBB website: <http://www.bbb.org/us/Standards-Charity/>.

Cause-related marketing promotions are also regulated by applicable state commercial co-venture statutes. Requirements vary from state-to-state, but generally apply when a business advertises that it will contribute a certain dollar or percentage amount of the product purchased or service used to a specified charity.

Limitations

- While Warrick Dunn Charities may publicly acknowledge its corporate partners, because of our non-profit status, we cannot advertise, promote, sell or distribute products or services for our partners. Warrick Dunn Charities may include the promotion on our website provided it meets all the guidelines outlined above.
- Warrick Dunn Charities does not sell, loan or exchange its mailing list as a part of promotional agreements.
- Warrick Dunn Charities owns the trademarks for its name and logo and a written contract is required to use any licensed marks.
- Warrick Dunn Charities requires prior approval of all marketing