

Corporate Partnership Fact Sheet



Thank you for your support of Susan G. Komen for the Cure®. Below are tips to help you determine if a cause-related marketing promotion with Komen for the Cure will meet your business objectives. Please review the following carefully before completing the Corporate Partnership Proposal Form.

Licensed Trademarks:

Komen for the Cure owns the trademarks for the Susan G. Komen for the Cure name, Signature Logo, Running Ribbon, 1-877 GO KOMEN toll free number and a family of “for the Cure” and “for a Cure” marks (collectively the “Licensed Marks”). Written permission from Komen is required to use any Licensed Marks.

Criteria for Businesses Seeking Partnership with Komen:

A minimum of one year in business is required for any party seeking a partnership with Komen.

To ensure that all cause-related marketing promotions benefiting Komen are consistent with best practices, Komen recommends a guaranteed financial commitment. Please see the Corporate Partner Proposal Form for additional information.

Limitations:

- Although Komen for the Cure is the beneficiary of proceeds through its partnerships, we, including our Affiliates, have no ability to sell or distribute products for our partners. However Komen for the Cure may publicly acknowledge its corporate partners, but because of our non-profit status, we cannot advertise for our partners or promote our partners’ products or services.
- Komen cannot agree to sell, loan or distribute its mailing list or e-mail addresses to third parties.
- Komen is unable to secure celebrities for promotional purposes.
- Komen is currently unable to accept proposals in the following business categories:
 - Airlines
 - Alcoholic beverages
 - Athletic shoes and apparel
 - Automobiles
 - Books
 - CD’s
 - Firearms
 - Online auctions
 - Sunglasses
 - Vacuums
 - Watches
 - Yogurt

Breast Cancer and Breast Health Education:

In connection with all cause-related marketing promotions benefiting Komen, we require partners to help us raise awareness and educate the public about breast health and breast cancer. We ask all partners to publish Komen’s website (www.komen.org), toll-free breast care helpline, (1-877 GO KOMEN) and Komen’s Promise on all partner promotions, events, marketing packaging and related advertising materials.

Disclosure Regulations:

Cause-related marketing promotions that benefit Susan G. Komen for the Cure are regulated by the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability as well as by applicable state commercial co-venture laws. These regulations require full disclosure to the consumer regarding the benefit to the charity when donations are raised through a consumer purchase on all packaging, advertising and promotional materials in clear and unambiguous terms.

If your promotion is approved, Komen will work with your company to suggest appropriate disclosure language.

For more information about the BBB Standards (including Standard 19, which applies to cause-related marketing promotion disclosure), please visit www.bbb.org/us/Charity-Standards.

Registration as a Commercial Co-Venturer:

Your business may also be required to register in certain states as a “commercial co-venturer” if conducting a cause-related marketing promotion. Specific requirements for commercial co-ventures vary from state to state. Although Komen cannot give legal advice to third parties, we recommend seeking legal counsel to ensure compliance with applicable state requirements.

National vs. Local Programs:

We sometimes find that submitted proposals are better suited for a local program rather than a national program. Susan G. Komen for the Cure has more than 120 local Affiliates across the U.S. and abroad serving more than 19,000 communities. If your proposal may be more appropriate as a local program, we may suggest that you contact your local Affiliate.

Merchandising:

If you would prefer to sell your product **only** on ShopKomen.com®, please e-mail NewKomenProducts@MainGateInc.com for more information on product submission.