

# Corporate Partnerships and Cause Marketing Application



Thank you for your interest in supporting the Breast Cancer Fund. While anyone can donate to the Breast Cancer Fund, corporate and cause-marketing partners must go through an application process. Please first read the Corporate Partnerships and Cause Marketing Guidelines before completing the application below.

*Please note:* The Breast Cancer Fund is not currently accepting cause-marketing proposals involving affiliate-based marketing projects (e.g. \$1.00 will be donated to the Breast Cancer Fund for every product ***sold through the Breast Cancer Fund***) or marketing promotions that do not meet a minimum donation requirement of \$2,500 or up to 15 percent of the purchase price from the product being promoted, whichever is greater.

Please complete the following application and send it to Julie Homan, senior cause-marketing manager, at [jhoman@breastcancerfund.org](mailto:jhoman@breastcancerfund.org), 415-346-2975 (fax), or mail to the Breast Cancer Fund, 1388 Sutter Street, Ste. 400, San Francisco, CA, 94109. Please allow two weeks for processing and approval.

## Contact Information

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

Name of contact person: \_\_\_\_\_

Contact email address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Background Information

Company History (short-years in business, annual revenue):

\_\_\_\_\_  
\_\_\_\_\_

What brought you to the Breast Cancer Fund?

Breast Cancer Fund Newsletter     E-mail Alert     Other \_\_\_\_\_  
 Web site     Brochure/Ad  
 Event     Friend

Why did you choose the Breast Cancer Fund to be the beneficiary of your event/program?

\_\_\_\_\_

Have you participated in any Breast Cancer Fund events?

Yes     No    If so, which event? \_\_\_\_\_

**Description of Proposed Event/Program**

Description of product/service:

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Description of proposed cause-marketing promotion:

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Start Time/Duration of program: \_\_\_\_\_

Define your company's objective:

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Define the market and consumer your proposal is targeted to benefit:

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In your opinion, how does your promotion complement the mission of the Breast Cancer Fund?

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What is the actual or anticipated portion of the purchase price that will benefit the Breast Cancer Fund (i.e. \$10.00 of the purchase price for each xyz product sold will benefit the Breast Cancer Fund)?

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What is the retail price of the product to benefit the Breast Cancer Fund? \_\_\_\_\_

Gross revenue expected due to promotion: \_\_\_\_\_

Projected donation to the Breast Cancer Fund: \$ \_\_\_\_\_

Is there a maximum or guaranteed minimum contribution amount (please note the minimum requirement above)? \_\_\_\_\_

Payment Schedule: Monthly                      Quarterly                      Bi-annual                      Other \_\_\_\_\_

Anticipated Date of First Payment: \_\_\_\_\_

How and where will your product or service be sold:

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How do you plan to promote this event or program?

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Are you hoping to use the Breast Cancer Fund's name and/or logo on the product being sold? \_\_\_\_\_

What role do you anticipate the Breast Cancer Fund playing in your event or program?

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Projected number of consumers served? \_\_\_\_\_

Beneficiaries of event/program:

\_\_\_\_\_ Breast Cancer Fund only

\_\_\_\_\_ Other organizations (please list): \_\_\_\_\_

- I have read and agree to the guidelines for Corporate Partnerships and Cause Marketing with the Breast Cancer Fund.
- I will ensure that all promotional materials will clearly disclose the actual portion of the transaction that will benefit the Breast Cancer Fund; the duration of the campaign; and any maximum or guaranteed minimum contribution amount.
- I will submit all promotional materials to the Breast Cancer Fund for approval.
- I have included a copy of my company's current annual report (if one exists).

Signature \_\_\_\_\_

Date \_\_\_\_\_

Breast Cancer Fund

By: \_\_\_\_\_

Bruce Beery, Director of Development