

Cause Marketing Guidelines

Thank you for your interest in supporting the American Brain Tumor Association through our cause marketing program. We look forward to a mutually beneficial relationship. Below are the program guidelines for your review. If acceptable, please complete the [cause marketing application](#) and return to Lily McNally at lmcnally@abta.org or 773-577-8762.

In connection with the ABTA cause marketing program, we ask that partners publish the ABTA's website (www.abta.org) on all partner promotions, events, marketing packaging and related advertising materials.

We Will:

- Authorize the use of ABTA's name and logo to promote the campaign.
- Provide information about brain tumors and our organization. We will also provide ABTA promotional items upon request.
- Include the campaign and the company's logo on the cause marketing page of abta.org.
- Monitor the campaign to ensure it is conducted in a professional manner benefiting the parties' respective public images.

We Will Not:

- Allow any promotional materials that do not clearly disclose the specific percentage or amount of proceeds from product being donated to the organization.*
- Support fundraisers that involve controversial subject matter that can be contrary to our mission.
- Sell, promote, endorse or distribute any outside business or product in any fashion.
- Share our mailing list of donors.
- Approve campaigns that do not compliment the mission and core values of the ABTA.
- Provide storage space for your products at our office.

*All cause marketing agreements must follow the IRS guidelines and the Better Business Bureau's Wise Giving Alliance standards. Participating businesses must provide full disclosure to the consumer regarding the benefit to the ABTA when donations are raised through a consumer purchase on all packaging, advertising, and promotional materials in clear, unambiguous terms.



Application for Cause Marketing Campaign

DATE: _____

General Information:

Contact Name: _____
Name of Company/Organization Involved: _____
Title: _____ Phone: _____
E-mail: _____
Address: _____

Campaign Details:

Has the promotion been held before? Yes No if yes, when? _____
Product Name: _____
Promotion/Service Period (date range): _____
Number of expected units to be sold: _____
Price of Product(s): _____
Describe item(s) to be included: (please specify size, flavor, etc. and provide any other information you would like posted to our website about your campaign.)

Please indicate how the ABTA logo will be used in your marketing and advertising campaigns: _____

\$ Amount or % of Product/Service that will be donated: _____
Anticipated total donation: _____

Submit application to:
American Brain Tumor Association
Attention: Lily McNally
8550 W. Bryn Mawr Ave.,
Suite 550
Chicago, IL 60631
Email: lmcnally@abta.org
Phone: 773-577-8762

The American Brain Tumor Association will grant permission to use the organization name and logo only after your application has been approved and the agreement has been signed. Please allow up to five business days for approval of your application.

I understand and agree to abide by the ABTA cause marketing guidelines and requirements set forth in this application.

Signed:

Approved by ABTA representative:

Date: