



*Caring for the Families of Fallen and Wounded Special Operations Forces since 1980*

### **Cause-Related Marketing Protocols**

1. If the Special Operations Warrior Foundation brand is to be used in publicity and marketing materials, the Foundation must approve in writing any layout design incorporating the logo prior to production and release.
2. Without special written consent, Special Operations Warrior Foundation may only be identified as the beneficiary of your item or campaign without implied endorsement or approval.
3. Promotions for your campaign or item must reflect the Special Operations Warrior Foundation as the beneficiary, not the owner, creator, or sponsor.
4. Use of the Special Operations Warrior Foundation logo on any promotional materials including, but not limited to, advertising (electronic and print), letters, brochures, flyers, press releases must be approved by SOWF.
5. Special Operations Warrior Foundation is not responsible for marketing and/or promoting your item and/or campaign. We will thank your company publicly on social media, etc. as appropriate.
6. The Special Operations Warrior Foundation is happy to work with companies that are interested in raising funds and awareness through “cause-related marketing.” However, as a top-rated nonprofit, there are guidelines set forth by the Better Business Bureau (BBB) that we must follow. The standard set by the BBB instructs companies and marketers to:

“Clearly disclose how the charity benefits from the sale of products, services, or activities that state or imply that a charity will benefit from a consumer sale or transaction.”

Such promotions should disclose, at the point of solicitation:

- The actual or anticipated portion of the purchase price that will benefit the charity (ie. X dollars will be contributed to the Special Operations Warrior Foundation from every ticket sold), or specific percentage of gross or net proceeds (revenue or profit) that will benefit charity (ie. X% of gross proceeds from this item will be donated to SOWF)
- The duration of the campaign (ie. A three month period, from May 1, XXXX through July 31, XXXX, or the specific date of the event),
- Any maximum or guaranteed minimum contribution amount (i.e. A minimum donation of \$15,000 up to a maximum donation of \$200,000).



P.O. Box 89367 • Tampa, FL 33689 • Phone: (813) 805-9400 • Fax: (813) 805-0567  
Physical Address: 1137 Marbella Plaza Drive • Tampa, FL 33619  
Email: [warrior@specialops.org](mailto:warrior@specialops.org) • Website: [www.specialops.org](http://www.specialops.org)  
Tax Exempt ID# 52-1183585





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### **Terms & Conditions of Logo Usage**

**The Special Operations Warrior Foundation (herein referred to as the “Foundation”) hereby grants to the party identified below as the “Licensee” a non-exclusive, non-transferable license and permission to use and display the Warrior Foundation Logo (herein referred to as the “Logo” subject to the Licensee agreeing to the following terms and conditions:**

1. The Licensee shall not make any alterations to the Logo, or adapt the Logo as part of another symbol or mark.
2. The Licensee shall use the Logo only in accordance with specifications and purpose set out in event proposal or cause marketing agreement.
3. The Licensee shall not use the Logo for any commercial purposes, including clothing and memorabilia, unless authorized by the Foundation through a signed license agreement.
4. The Licensee shall not grant permission to any other person or entity to use the Logo.
5. The Licensee’s use of the Logo will adhere to the Foundation’s policies with respect to diversity, race relations and accessibility.
6. The Licensee agrees to send the Foundation copies of all materials (print, video, etc.) where the Logo is used.
7. The Licensee acknowledges that the Foundation assumes no liability in respect of the use of the Logo.
8. The Foundation may terminate Licensee’s right to use the Logo effective immediately upon written notice to Licensee’s address below.

The Licensee hereby accepts all of the conditions with respect to the license of the Logo as set forth herein.

### **Donor Privacy**

Special Operations Warrior Foundation respects the privacy of its donors. For all cause-marketing programs, we cannot share our mailing list or send mail to constituents on behalf of third parties. We encourage other means of promotion with appropriate use of the Special Operations Warrior Foundation name/logo.



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**Company Name:**

**Full Address:**

**Website:**

**Contact Name, Title:**

**Phone:**

**Email:**

**Company Overview**

Year Founded:

Brief Company Description:

Brief summary of previous cause-related marketing programs, if any, including beneficiaries & results:

**Relationship Overview**

Proposed product or service:

Target audience:

Promotion duration, including start dates, end dates, and milestones/deadlines:

Retail product or service price:



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Percent of retail product or service price to be donated to the SOWF:

Minimum guaranteed donation (accumulated over the year):

How often will donations be transferred? (monthly, quarterly, one time)

How will donations be transferred? (Check, credit card, wire transfer)

Additional beneficiaries/recipients, if any:

Provide an example of the statement demonstrating planned adherence to the Better Business Bureau's guidelines for charitable giving, which stipulates full disclosure to the consumer on all packaging, advertising, and promotional materials in clear, unambiguous terms (e.g. \$1 from the sale of each item benefits SOWF with a minimum of \$10,000 and a cap of \$100,000).

Describe how you would disseminate educational information about the SOWF and its programs.

Explain plans to publish our logo, website and phone number with this initiative to connect consumers to our organization.



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Please outline your expectations for the SOWF's involvement and support of this program, including resources required (Staff, costs, etc.)

How will this relationship promote the SOWF name and charitable purposes?



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