



Sheldrick Wildlife Trust Cause Marketing Guidelines

Thank you for your interest in partnering with the Sheldrick Wildlife Trust via a cause marketing relationship. We look for companies with a solid history and strong brand presence that can contribute a tangible benefit to our mission and organisation. Please review the following requirements to determine whether you would like to pursue a cause marketing partnership with the Sheldrick Wildlife Trust:

General Guidelines

- Partnerships and proposed promotion must fit with the Sheldrick Wildlife Trust's mission, maintain complete transparency, and reflect positively on the organisation.
- The Sheldrick Wildlife Trust seeks to partner with companies that exhibit sound environmental practices and values compatible with our own.
- Cause marketing partners must have and maintain a positive reputation in their communities and be in business a minimum of 1 year.
- A substantial minimum financial commitment scaled appropriately for the size and reach of the business is expected, resulting in a tangible and identifiable benefit to the organisation.
- Cause marketing partners must have a completed application and signed/approved contract with the Sheldrick Wildlife Trust on file before any promotion begins.
- The Sheldrick Wildlife Trust has a large US and global support base, however we do not enter into partnerships that seek to target market Sheldrick Wildlife Trust supporters. Cause marketing partners are expected to leverage their own customer audience as a means to generate charitable support for the organisation. Additionally, any promotions launched by a corporate partner must not imply the Sheldrick Wildlife Trust's endorsement of a product or service.
- Cause marketing partners cannot take an overt political stance, advocate violence, or promote other controversial subjects.
- The cause marketing partner must maintain an accurate and current accounting of each promotion and retain records for three years after it ends.
- Cause marketing partners must submit the final design of any promotional materials containing the Sheldrick Wildlife Trust's name or logo for approval before online or offline production or publication.
- All cause marketing promotions must clearly state at the point of sale or contact with consumer: the amount per sale or the percent of sale that the partner will donate to the Sheldrick Wildlife Trust (also, if applicable, any specific maximum or guaranteed minimum donation); the products, services or performances that are included; and the duration of the promotion.
- While the Sheldrick Wildlife Trust is very appreciative of your interest in supporting charity, the organisation has no obligation to promote or publicise the cause marketing program via social media channels, newsletters, etc. and cannot accommodate requests to do so. The Sheldrick Wildlife Trust may on occasion choose to promote a partnership, at its sole discretion, and on a case by case basis.

I have read the Sheldrick Wildlife Trust Cause Marketing Policy and hereby agree to abide by the terms set forth above:

Name: _____

Date Signed: _____

Please complete our Application for Commercial Partnership overleaf.



Sheldrick Wildlife Trust Application for Commercial Partnership

Name:	Address:
Contact number:	Town:
Contact email:	County: Post code:
Website:	Length of time in business:
Is this a licensed business or individual?	List business type:

Please describe your business:

What is your interest in partnering with the Sheldrick Wildlife Trust and how would you like to support the organisation?

If you are selling products, please describe items below:

a) Where will the product(s) be sold? (please bold)	Online	In shops	Both
b) If sold in shops, please provide a list of shop locations:			

If you would like to donate a percentage of sales, please confirm gross amount:

If you will not be contributing a percentage of sales, please describe your method of revenue generation below:

Will you be advertising your partnership? If so, what advertising methods will be used?
**Please note that any materials or websites exhibiting the name or logo of the Sheldrick Wildlife Trust requires advanced approval and amount/% of contribution to the Sheldrick Wildlife Trust must be clearly disclosed to buyer.*

Geographic area of promotion:

Start and end date of promotion:

The Sheldrick Wildlife Trust requests payments to be made within 30 days of the end of the promotion, or if ongoing, at the beginning of each month or by negotiations quarterly.

Please list the date you expect to release funds to the Sheldrick Wildlife Trust:

Please complete the following in relation to your business:

#	Facebook/Twitter followers	£	Annual revenue (approx.)
#	Clients/customer base	£	Estimated revenue to THE SHELDRIK WILDLIFE TRUST from partnership
#	Traffic to website per day	£	Minimum donation to THE SHELDRIK WILDLIFE TRUST
#	Unique users to website per day		

Please note: *All commercial partnerships are subject to review by the Sheldrick Wildlife Trust to ensure that a mission promoting opportunity exists with a like-minded organisation. Completed applications are no guarantee of partnership with the Sheldrick Wildlife Trust. The Sheldrick Wildlife Trust is not obligated to provide marketing or promotional support for 3rd party campaigns and may be unable to accommodate requests to do so.*

Thank you for considering the Sheldrick Wildlife Trust as a partner.

Please return completed forms to infouk@sheldrickwildlifetrust.org. We appreciate your interest and will respond within 10 working days.