



## Sheldrick Wildlife Trust USA Cause Marketing Guidelines

Thank you for your interest in partnering with Sheldrick Wildlife Trust USA (Sheldrick Trust USA) via a cause marketing relationship. Sheldrick Wildlife Trust USA looks for companies with a solid history and strong brand presence that can contribute a tangible benefit to our mission and organization. The purpose of these guidelines is to maintain positive cause marketing relationships, protect Sheldrick Wildlife Trust USA, Sheldrick Wildlife Trust (Kenya) and our partners' reputations, comply with applicable state laws, and meet the Better Business Bureau's "Standards for Charity Accountability." Please review the following requirements to determine whether you would like to pursue a cause marketing partnership with Sheldrick Wildlife Trust USA:

### General Guidelines

- Partnerships and proposed promotion must fit with Sheldrick Trust USA/Sheldrick Wildlife Trust mission, maintain complete transparency, and reflect positively on the organization.
- Sheldrick Wildlife Trust USA 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 organization.
- Cause marketing partners must have a completed application and signed/approved contract with Sheldrick Wildlife Trust USA on file before any promotion begins.
- All cause marketing promotions to benefit Sheldrick Wildlife Trust USA must follow all applicable laws as well as the Better Business Bureau's Standards for Charity Accountability. The cause marketing contract must be filed by the company or Sheldrick Wildlife Trust USA in some states. In some states the company must register as a commercial co-venture. Sheldrick Wildlife Trust USA does not provide legal advice and encourages partners to seek their own legal counsel regarding implications of co-ventures.
- Sheldrick Wildlife Trust has a large US and global support base, however we do not enter into partnerships that seek to target market to Sheldrick Wildlife Trust supporters. Cause marketing partners are expected to leverage their own customer audience as a means to generate charitable support for the organization. Additionally, any promotions launched by a corporate partner must not imply Sheldrick Wildlife Trust USA or Sheldrick Wildlife Trust (Kenya) 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. Any funds received by Sheldrick Wildlife Trust USA are distributed to Sheldrick Wildlife Trust (Kenya) at the sole discretion of the USA Board of Directors through an established grant making process.

Promotional Guidelines

- Cause marketing partners must submit to Sheldrick Wildlife Trust USA the final design of any promotional materials containing the Sheldrick Wildlife Trust USA or the Sheldrick Wildlife Trust 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 Sheldrick Wildlife Trust USA (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 Sheldrick Wildlife Trust USA and Sheldrick Wildlife Trust (Kenya) are very appreciative of your interest in supporting charity, the organization has no obligation to promote or publicize the cause marketing program via social media channels, newsletters, etc and cannot accommodate requests to do so. Sheldrick Wildlife Trust USA/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 above Sheldrick Wildlife Trust USA Cause Marketing Policy and hereby agree to abide by the terms set forth above:

Name: \_\_\_\_\_ Date Signed: \_\_\_\_\_