



Cause Related Marketing Campaign Partnership Guidelines

Introduction

Thank you for your interest in a Cause Marketing Relationship with Tarrant Area Food Bank (TAFB) called a TAFB Mutual Marketing Partnership (MMP). These guidelines will clarify as many aspects as possible to help determine the best approaches for our partnering entity and for us.

Tarrant Area Food Bank will consider a Mutual Marketing Partnership if:

- entering into a relationship does not constitute a conflict of interest for TAFB;
- the effort is aligned with and supports the TAFB mission;
- TAFB is not required to provide funding to support the cause marketing effort unless otherwise agreed;
- events/promotions do not cross TAFB's geographic boundaries unless they have prior approval of all of the Feeding America food banks involved, with the exception of nationally approved promotions.

Any entities wishing to engage in a MMP with us must complete a written application form (available on our website) and submit the form at least 30 days prior to your event in order to formalize the relationship.

Your understanding of our considerations is very important. We have to balance our own limited staff resources while supporting your efforts. In the next sections, you will find additional information that we hope will be useful.

Food Bank Resources for Campaigns

TAFB may provide the following assistance to the campaign, based on availability and on the value of the campaign to TAFB:

- Use of TAFB logo (Please note: ALL uses of the name or logo must be approved in advance, before printing or public exposure of any kind. This includes but is not limited to T-shirts, other specialty items, website, signage, advertisements, billboard, social media, labels, brochures and flyers, invitations, video or film.)
- Publicity via media relations, social media (Twitter and Facebook), new media (website), and direct mail (Please note: timing of the campaign may affect this element. If there are several campaigns during one time period, this could limit the exposure for any one campaign.)
- Use of Food Bank facilities for campaign planning, meetings, or related gatherings by MMP constituents.
- Use of Food Bank staff or volunteer time.
- Use of Food Bank trucks and other material resources (i.e. print material, food collection boxes, etc.).

Availability of resources committed to the relationship by TAFB will be assessed on a case by case basis and will be in proportion to the benefit provided by each MMP program to TAFB.

Using Tarrant Area Food Bank Name and Logo

All rights, title and interest in TAFB logo and design marks shall at all times remain with TAFB. TAFB reserves the right to approve, in advance, the use of any MMP artwork associated with the proposed program. As noted above, all media and marketing materials must be approved by TAFB.

Access to TAFB Donor Lists

TAFB respects the privacy of its donors. We will not share our mailing list with or send mail to constituents of any MMP programs, nor will we share our mailing list with any third parties. We count on you to communicate with your constituents directly. We encourage other means of promotion with appropriate use of TAFB name/logo.

General Partnership Responsibilities

TAFB Benefit Allocation

- If TAFB will receive only a portion of the proceeds of any given program, the MMP Partner must clearly disclose to guests, purchasers, participants, and other related parties the approximate amount of dollars and percent of the proceeds that will go to TAFB.
- The Partner must tender to TAFB the TAFB percentage of net proceeds from the event and/or promotion within thirty (30) days of the conclusion of the event and/or promotion unless otherwise mutually agreed.

Timing

We ask that you coordinate the time frame for your campaign with TAFB in order to maximize potential and avoid conflict with other campaigns.

Publicity

Partners are expected to generate publicity for the campaign through purchased or in-kind media and by using any/all social and new media outlets and channels available to them.

Sales and Solicitations

- The partner is responsible for all sales, marketing and promotion of events.
- The partner will provide TAFB with a list of the names of target corporate sponsors that the partner plans to contact for support. TAFB reserves the right to exclude solicitation of specific TAFB-aligned sponsors to avoid duplication of requests.

Thank you for understanding our Guidelines. We welcome your interest and appreciate your consideration of Tarrant Area Food Bank.