

# For The Love Of Cups

## PARTNERSHIP GUIDELINES

For The Love Of Cups invites all brands and companies and stores to submit a partnership program proposal naming 4TLC as the beneficiary. Corporate Partners are vital to the success our mission. No one can fight breast cancer alone and we need your help to make an impact and beat breast cancer. Potential corporate partners are required to submit a partnership proposal describing their campaign program.

### **For The Love Of Cups Logo**

Use of the 4TLC logo and registered marks and ribbon and tagline without written consent from 4TLC is prohibited.

### **Cause Marketing Agreement**

In accordance with The Better Business Bureau cause marketing and charitable giving guidelines the following requirements must be met:

1. Clearly disclose how the charity benefits from the sale of products or services (i.e., cause-related marketing) that state or imply that a charity will benefit from a consumer sale or transaction
2. Disclose, at the point of solicitation: a) the actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to abc charity for every xyz company product sold)
3. The duration of the campaign (e.g., the month of October)
4. Any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000)

### **For The Love Of Cups Contacts, Subscribers and Mailing Lists**

4TLC complies with industry standards to protect privacy. We will not share, sell or trade our email, contacts, donors or subscribers information.

### **For The Love Of Cups Pledge**

We are changing the way donation dollars are spent by exceeding the industry standard of funds raised going towards our mission. Join us and take your pink ribbon to the next level by becoming a partner today.

If you have any questions regarding your partnership please contact:

Lisa Norman, CEO

[lisa@fortheloveofcups.org](mailto:lisa@fortheloveofcups.org)