

## **Guidelines for Marketing Partnerships with Ocean Conservancy**

Thank you for your interest in supporting Ocean Conservancy. Our corporate marketing partnerships provide companies with an opportunity to engage their customers and employees in conservation, while providing key funding to Ocean Conservancy programs. Donations received from these partnerships enable us to champion science-based solutions that keep our ocean clean and healthy.

Ocean Conservancy welcomes the opportunity to develop new corporate marketing partnerships as a way of enhancing our conservation mission. We partner with companies on cause-related marketing agreements to help build awareness and raise funds for our work to protect the ocean.

Our corporate partnerships team looks for companies with a solid history and strong brand image that would like to make a contribution that is significant and clearly defined to their customers. This document contains guidelines to help you determine whether you want to pursue a marketing partnership with Ocean Conservancy.

- We look for companies with sound environmental practices and values compatible with ours.
- In general, we ask that a company be established for at least one year before seeking a marketing partnership. However, new products or product lines from an established company are considered and exceptions can be made at Ocean Conservancy's discretion.
- A substantial minimum financial commitment scaled appropriately for the reputation and size of the company is expected.
- To obtain a license to use the Ocean Conservancy name or logo ("Licensed Marks"), a company must enter into a written licensing agreement. Until a fully executed contract is received by both parties, use of the Licensed Marks including any reference to Ocean Conservancy is strictly prohibited.
- Ocean Conservancy holds high ratings from charity watchdog groups and meets all 20 Better Business Bureau charity standards. We operate under the Better Business Bureau guidelines for charitable giving, which are outlined here: <http://give.org/for-charities/How-We-Accredit-Charities/>. These guidelines require clear disclosure to the

consumer. In compliance with these guidelines, Ocean Conservancy requires full disclosure regarding the benefit to the organization when funds are raised through a consumer purchase, action, or promotion on all packaging, advertising and promotional materials in clear and unambiguous terms. Your company must be willing to comply with this requirement.

- For marketing partnerships, we request that consumers are provided with conservation information where appropriate. Additionally, consumers must be provided with a way to contact Ocean Conservancy for further information. We also ask that you agree to publish Ocean Conservancy's website (OceanConservancy.org) and Ocean Conservancy messaging on all promotional materials, press releases, etc., to help raise awareness of conservation issues.
- Ocean Conservancy has a large membership and activist base in the United States. We do not enter into partnerships, however, that only seek to target market to our membership. Rather, we work with companies willing to reach a broad audience, including their own customer base, through the relationship.
- Any promotion that incentivizes sales or a consumer action may trigger commercial co-venture state statutes and your company may be required to register in certain states as a "commercial co-venturer". A commercial co-venture is a relationship where a company promotes a product or service and represents to the public that a percentage of the purchase price will benefit a cause. Ocean Conservancy cannot give legal advice to companies seeking to partner with us. We advise that you seek legal counsel to ensure your compliance with these registration requirements and any other applicable laws.
- If you wish to contribute a percentage of the purchase price from the sale of particular products or services, a sample should be provided for review when possible. Drawings and/or photos are accepted in cases where the product or service is still in development.
- Additionally, please forward a company media/press kit and any other collateral, brochures, reports, about your organization or the program/promotion that will assist us in evaluating the potential partnership.

To learn more about ways to partner with Ocean Conservancy please visit [oceanconservancy.org](http://oceanconservancy.org).