Thank you for your interest in developing a cause-marketing partnership with LIVE**STRONG**. Before submitting a proposal, please read the following information carefully to help determine if a cause-marketing partnership with LIVE**STRONG** is right for your company. These guidelines were created to help ensure that our corporate partners and our supporters feel proud of the promotions that support our mission.

#### **Cause-Marketing Overview**

First, it is important to understand how LIVE**STRONG** differentiates between a cause-marketing partnership and a licensing partnership. The key is the use of the logo.

In a cause-marketing partnership, our logo is used by partners in marketing and promotional materials only, not on the product itself. For example, someone selling a product will display on the packaging that a percent of sales from the product will be donated to LIVE**STRONG**. At the present time, LIVE**STRONG** is not entering into any new cause marketing partnerships. Any cause marketing proposals submitted will be kept on file for possible future consideration.

#### **Brand Pillars**

Any Product or service included in a Brand Licensing Agreement should embody or promote the five (5) key pillars of the LIVE**STRONG** brand:

- Activism
- Hope & Inspiration
- Empowerment
- Health & Wellness (KEY FOCUS)
- Passion & Excellence

#### **Restricted Categories**

At this time, LIVE**STRONG** is not accepting proposals for partnerships in the following categories:

- Apparel

- Fitness equipment

- Financial services

- Bicycle helmets

- Evewear

- Bicycles

- Sports beverages

- Food

- Health websites

- Tobacco

- Hard liquor

- Beer

- Firearms

- Greeting cards

### **Minimum Partnership Requirements**

LIVE**STRONG** will only review cause-marketing proposals that meet the following criteria:

- Minimum of one year of established business operations
- Minimum contribution of 10% of the retail price to LIVE**STRONG** is recommended
- A minimum annual contribution (accumulated from the percentage above) is required.
- Adherence to the Better Business Bureau's guidelines for charitable giving, which stipulates full disclosure to the consumer on all packaging, advertising and promotional materials in clear, unambiguous terms (e.g. \$1 from the sale of each item benefits LIVE**STRONG** with a cap of \$100,000).
- Agreement to disseminate educational information about cancer with every cause-marketing initiative is preferred.
- Agreement to publish the pre-approved logo, website address and phone number with every cause-marketing initiative to connect consumers to our organization.
- Until a fully executed Letter of Agreement is received by LIVESTRONG, use of the name, logo or any of its licensed marks is strictly prohibited and punishable by law.

**Proposals that do not meet these criteria will not be reviewed.** From time to time, we find that proposals are better suited for other LIVE**STRONG** initiatives. If your proposal is considered to be more appropriate for another department at LIVE**STRONG**, it will be referred to that team for review and a representative from that group will be in touch with your directly.

#### **Important Information**

- LIVE**STRONG** does not sell, loan or distribute its mailing list or email address to any company or individual.
- LIVESTRONG does not endorse any company's products or services. Materials cannot include any wording that suggests endorsement or approval of a product or service by LIVESTRONG.
- LIVESTRONG is unable to secure celebrities for promotional purposes. Any agreement to include Lance Armstrong must be made separately and not as part of a LIVESTRONG agreement.
- LIVE**STRONG** cannot be responsible for any product, service or event costs.
- Any use of the Licensed Marks must be approved in writing by a LIVE**STRONG** representative before they are distributed or publicized in anyway.
- Your organization may be required to register in certain states as a "commercial coventurer." In its simplest terms, a commercial co-venture is a relationship where an organization promotes a product or service and represents to the public that a portion of the proceeds will benefit a cause. If the product or service is being promoted in a state that requires commercial co-venturer registration, the organization conducting the program/promotion must file certain documents with that state's Attorney General's office (or other state-designated entity). The specific documents that must be filed will vary from state to state, but will generally include a registration statement and a copy of the contract. Although LIVESTRONG cannot give legal advice to organizations that conduct programs/promotions with us, we do advise them to seek legal counsel to ensure that they comply with these registration requirements.

**Submit a Proposal**Please complete and submit the following Cause-Marketing Questionnaire:

Company Name			
Full Address			
Website			
Name and Title			
Phone			
Email			
Company Overview			
Year Founded: *Please note that a minimum of one year in business is required for any organization seeking a partnership with LIVESTRONG.			
Company category: *For example, health and wellness, high tech, etc.			
Brief company description:			
Brief financial history: *Please attach the most recent annual report, if available.			
Brief summary of historical cause-marketing programs, including beneficiaries and results:			
Brief overview of competitors, including categories, names and points of differentiation:			
Partnership Overview			
Proposed product or service:			
Ideal partnership summary:			

Distribution channels:
Target audience:
US only or international: *If international, please list all markets.
Promotion objectives:
Promotion duration, including start dates, end dates and deadlines:
Retail price:
Percent of retail price donated to LIVESTRONG: *Please note that a minimum of 10% of the retail price is recommended.
Minimum guaranteed donation (accumulated through the per product donation): *Please note that a minimum guaranteed donation is required.
Partnership financial projections, including formulas and duration:
Additional beneficiaries:
Brief description of your support of the program, including website, advertising, marketing and promotion:

LIVESTRONG Cause-Marketing Partnership Guidelines & Questionnaire Additional non-cash/in-kind partnership benefits: Explain how this partnership will elevate your brand: Explain planned adherence to the Better Business Bureau's guidelines for charitable giving, which stipulates full disclosure to the consumer on all packaging, advertising and promotional materials in clear, unambiguous terms (e.g. \$1 from the sale of each item benefits LIVESTRONG with a cap of \$100,000). Explain plans to disseminate educational information about cancer with this causemarketing initiative. Explain plans to publish our logo, website address and phone number with this causemarketing initiative to connect consumers to our organization. **LIVESTRONG Alignment** 

Brand alignment (check all that apply):

<b>LIVESTRONG Brand Pillars</b>
☐ Activism ☐ Hope & Inspiration ☐ Empowerment ☐ Health & Wellness ☐ Passion & Excellence

Explain why your company wants to develop a partnership with LIVESTRONG.

Please outline your expectations for LIVESTRONG's involvement and support of this program, including resources required (staff, costs, etc.):				
How will this partn	ership elevate the LIVESTRONG brand?			
<b>Proposed category o</b> If yes, please explain	exclusivity:  Yes  No			
	nts should be sent to <u>causemarketing@livestrong.org</u> . vings that cannot be sent electronically should be sent to: LIVE <b>STRONG</b> Attn: Cause Marketing Proposals 2201 E 6 <sup>th</sup> Street Austin, Texas 78702	Proposals,		

Please include a company media kit and any other collateral, brochures, reports, about your organization or the program/promotion to further assist us in evaluating your proposal.

The Lance Armstrong Foundation does not sell, loan or distribute its mailing list or email addresses to any company or individual.