

CORPORATE & CAUSE PARTNERSHIP FACT SHEET



Thank you for your interest in becoming a Corporate or Cause Partner with Boys & Girls Clubs of America (BGCA), one of the nation's foremost nonprofit organizations and the leader in youth development, dedicated to helping all youth achieve great futures. BGCA is fortunate to have some of the nation's premier corporations supporting its mission, many for many years, and winning awards in the field for corporate partnerships and cause marketing. The following should provide all potential partners with direction as to the types of partnerships that we do and don't enter into and also some basics regarding partnering with Boys & Girls Clubs of America and local Clubs. We look forward to welcoming you as a partner with us.

1. The mission of the Boys & Girls Clubs of America (BGCA) is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. BGCA will enter into partnerships for mutual benefit and for support of its mission and core programmatic areas.
2. Brand reputation and protection as well as the safety of the youth we serve are of primary concern with regards to partnerships of any nature. Building on decades of credibility and experience, BGCA retains all rights and use of its brand. Corporate relationships must generate a positive impact on the BGCA brand.
3. In all situations, BGCA will retain the right to advocate on behalf of our youth and youth in general over the interest of partners. BGCA does not endorse specific products, brands or services in accordance with IRS guidelines and cause best practices; BGCA acknowledges, recognizes and brings about awareness of corporate partners.
4. When BGCA desires to enlist a company to advance its mission, each industry, company and situation must be separately assessed based on the combined benefits to BGCA compared with any associated costs and risks. BGCA will adhere to a thorough vetting and negotiation process and will work to ensure that in each case, relevant information is surfaced and a wide area of functional perspectives are represented. This internal review/approval process may take up to 30 days. A

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contract typically takes an additional 10 business days. The exact timing of the contract will be discussed with you by your Corporate & Cause Partnerships representative.

5. When a partnership is approved that may bring about the potential for risk, messaging will be created and shared with all staff and a central point of contact will be determined for all communications and questions. Depending upon the exact nature of this partnership, Board of Governors and other approvals may be necessary.
6. BGCA rarely enters into any blanket exclusive relationship with any company. Exceptions must be approved by its Board of Governors and requires a significant long-term investment to be considered. Time-limited and property-specific exclusivity sponsorships and partnerships may be granted.
7. Other provisions must be satisfied in relationships with companies and when the BGCA name (and/or that of local Clubs), logo or identifying marks are associated with commercial products or are distributed in commercial or retail channels. Exceptions may be granted, depending on circumstances.
 - A minimum of one year in business is required for any company/organization seeking partnership with BGCA. The exception to this rule is if the, or a substantial portion, of the minimum guaranteed donation is paid up-front.
 - The corporation should be financially stable and viable. Additional Supporting information may be needed from the corporation.
 - Precautions must be taken to assure proper control and complete implementation of the project at the franchise or local level. Since the relationship is with the corporation, not its ad or PR agency, BGCA must have access to the appropriate level of decision makers within the corporation, even when a third party is involved. If third parties (agents, other sponsors, etc.) are involved, there must be effective control or protection of BGCA's interests. If the corporation's sales force or other groups are involved, they should have clearly identified and realistic responsibilities and proper training and messaging taken place.
 - The promotion should not be averse to an existing relationship of BGCA.



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8. BGCA will not enter into partnerships where the main (sole) focus is on securing new customers for a company or when the main mechanism for the partnership requires actions from BGCA, its database, its volunteers or its Clubs.
9. BGCA will not participate in corporate voting contests benefitting the nonprofit organization that receives the most consumer votes, except when there is a minimum guaranteed contribution of at least \$150,000 to benefit BGCA.
10. One of our primary objectives, with all marketing and cause-related marketing programs is to ensure that consumers are provided with the best youth information and a way to contact BGCA or the local Clubs for further information. The BGCA website(s) must be included, and additional agreed upon messaging on all promotion, events, and programs must be included wherever possible to raise awareness and educate the public about youth crises and services provided. We suggest inclusion of educational/informational messages on packaging, in promotional, advertising and collateral materials to ensure your program will raise awareness and educate the public at large as well as consumers.
11. BGCA would like companies to help raise awareness of youth advocacy issues, youth in need and to identify employees that have benefited from programs at Boys & Girls Clubs (alumni). It is a requirement of all partners to make an internal call-to-action, at a mutually convenient time and in the most appropriate way, of their employees for this purpose and is requested for external facing programs. We offer a comprehensive suite of resources to assist you in these efforts.
12. BGCA has certain restrictions for working with companies that produce Food & Beverage products, Tobacco, Alcohol and Pharmaceuticals. Without exception, alcohol brands or companies, and tobacco companies may not sponsor any BGCA program or program materials. Your Corporate & Cause Partnerships representative will be able to answer specific questions and explain appropriate restrictions.
13. BGCA employees, local Club staff and youth will not be involved in the direct sale or promotion of, products, goods or services.

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14. BGCA will not approve partnerships that are wholly or primarily predicated on sales of products to its members, staff, employees, Clubs or Board members.
15. BGCA will not approach its current partners for distribution or sale of products or services.
16. BGCA sometimes finds that proposals offered are better suited for a local versus national program or fall under the auspices of a small fundraiser, rather than a corporate or cause partnership. If the proposal is considered to be more appropriate for review as a more local partnership, it will be referred to the organization nearest for consideration. A representative of that organization will contact you directly.
17. An organization that conducts a national or multi-location program/promotion with BGCA or Clubs may be required to register in certain states as a "commercial co-venturer". In its simplest terms, a commercial co-venture is a relationship where an organization (you) 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 the state's Attorney General's office (or other state-designated entity). The specific documents that must be filed vary from state to state, but will generally include a registration statement and copy of the executed contract. Although BGCA 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. BGCA may also request proof of this registration.
18. BGCA national, and most multi-market, corporate partnerships have a minimum investment of \$150,000 per year. The exact donation amount will be determined based upon the nature of the partnership, promotion, geographic reach, benefits delivered, expectations of both parties and other factors. Event sponsorships have different pricing structures. It is important, most effective and an industry best-practice that the donation amount be significant in the consumers mind to have maximum impact and reflect well on the company. The exact minimum guaranteed donation will be determined by the Corporate & Cause Partnerships staff person in discussion with the Company.

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19. Please forward a company media kit (if available) and any other collateral, brochures, reports, etc. about your organization or the program/promotion that will assist us in evaluating your proposal.

Send to: Boys & Girls Clubs of America, National Office, ATTN: Corporate & Cause Partnerships,
1275 Peachtree Street NE, Atlanta, GA 30309