



Cause Marketing Guidelines

All businesses engaging in a Cause Related Marketing Campaign with the Foodbank of Santa Barbara County must sign an agreement that clarifies the campaign, goal and action items. The Foodbank will work with you to select frequency and timing of the campaign.

All Cause Related Marketing Campaign partners are expected to generate publicity for the campaign through social media outlets available to them or in-kind media. Partners are expected to promote The Foodbank of Santa Barbara County and campaign through business communications and website.

To support your efforts while balancing our own limited staff resources, The Foodbank of Santa Barbara County is able to provide varying levels of assistance based on the level of campaign benefit:

Donations under \$499:

- Twitter and Facebook posts by The Foodbank of Santa Barbara County (1 announcing and 1 thank you)
- If requested, Foodbank confirmation letter to support your efforts
- Use of the Foodbank of Santa Barbara County logo (ALL uses of the name or logo must be approved before printing or public use)

Donation of \$500 to \$999:

- Items above, plus:
 - Twitter and Facebook posts by The Foodbank of Santa Barbara County (additional: 1 call to action post)
 - Listing on the cause marketing page of The Foodbank of Santa Barbara County website

Donation of \$1,000 to \$2,499:

- Items above, plus:
 - Support with joint press bulletin, providing that the promotion falls within a mutually agreeable media window
 - The Foodbank of Santa Barbara County to speak at an event associated with promotion
 - Twitter and Facebook posts by The Foodbank of Santa Barbara County (additional 2 call to action posts- depending on campaign length)
 - Logo linked to business website on the cause marketing page
 - One-time inclusion in "News from the Foodbank" monthly e-newsletter

Donation of \$2,500 and above:

- Items above, plus:
 - Exclusive campaign announcement from Foodbank to current business partners
 - Quote on the cause marketing page of the Foodbank's website
 - Foodbank distributes cross-promotional materials
 - Joint press release to targeted media partners, providing that the promotion falls within a mutually agreeable media window
 - Business name listed for 12 months on Corporate Partners page of Foodbank website

Using the The Foodbank of Santa Barbara County Name and Logo

All rights, title and interest in its marks shall at all times remain with The Foodbank of Santa Barbara County. The Foodbank of Santa Barbara County reserves the right to approve, in advance, the use of any artwork associated with the promotion. All media and marketing materials must be approved by The Foodbank of Santa Barbara County.

Donor Privacy

The Foodbank of Santa Barbara County respects the privacy of its donors. For all cause-marketing programs, we cannot share our mailing list or send mail to constituents on behalf of third parties. We encourage other means of promotion with appropriate use of The Foodbank of Santa Barbara County name/logo according to the levels above.



CAUSE-RELATED MARKETING CAMPAIGN AGREEMENT

490 W. Foster Road Santa Maria, CA 93445
4554 Hollister Ave. Santa Barbara, CA 93110
1525 State St., Ste. 100 Santa Barbara, CA 93101
www.foodbanksbc.org

_____, 2019

THE CONTRIBUTOR

_____ and the Foodbank of Santa Barbara County agree to the following cause-marketing campaign outlined below:

1. _____ will donate _____ to the Foodbank through its _____ campaign.
2. _____ will promote this special offer on their Facebook and Twitter accounts.
3. _____ will include the Foodbank logo on their website with a link to the Foodbank website.
4. _____ will present the proceeds from the campaign to the Foodbank within 30 days of conclusion of the promotion (by / / 16.)
4. _____ will provide a logo (in jpeg format) and a two sentence summary about the campaign for promotional use on social media and the Foodbank’s website.

Please provide a two sentence summary of your business and partnership with the Foodbank.

[_____

 _____.]

Agreed:

Foodbank

Signature

Date

Signature

Date

(Please print name)

(Please print name)