cause marketing guidelines

Thank you for your interest to support the Alzheimer's Association®. The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Below are tips to help you determine if a cause-related marketing promotion with the Association will meet your business objectives and move our mission forward. Please review the following carefully before completing the Alzheimer's Association Cause Marketing Assessment Form at **alz.org/causemarketing.**

licensed trademarks and logo usage

The Alzheimer's Association owns the trademarks for, and among others, the Alzheimer's Association name, signature logo, Walk to End Alzheimer's® and The Longest Day® (collectively the "Licensed Marks"). Written permission from the Association is required to use any Licensed Marks. The Association will determine which trademark is appropriate for your cause marketing promotion.

criteria for businesses seeking partnership with the alzheimer's association

Any party seeking a partnership with the Alzheimer's Association must be an established company. To ensure that all cause-related marketing promotions benefiting the Association are consistent with best practices, the Association requests a minimum guaranteed financial commitment of $25,000 for a nationwide cause marketing promotion. For local cause marketing in a single chapter territory, the Association requests a $5,000 minimum guarantee for the use of the Alzheimer's Association name and logo. Please see the Cause Marketing Assessment Form for additional information at **alz.org/causemarketing.**

limitations

- The Association does not endorse products or services.
- Although the Alzheimer's Association is the beneficiary of proceeds through the cause marketing promotion, we, including our chapters, have no ability to sell or distribute products for our partners. However, the Association may publicly acknowledge its corporate partners, but because of our nonprofit status, we cannot advertise for our partners or promote our partners' products or services.
- The Association does not sell, loan or distribute its mailing list or email addresses to third parties.
- The Association is unable to secure celebrities for promotional purposes.
- The Association does not enter into cause marketing agreements in the following business categories:
  - > Gambling
  - > Firearms/Munitions
  - > Pyramid schemes
  - > Pornography
- The Alzheimer's Association will not engage with corporations with the following attribute:
  - > Companies who make false and/or unsubstantiated claims about products or services.
- The Alzheimer's Association will not engage or will engage in limited ways with corporations with the following attributes:
  - > Companies that produce and/or market neutraceuticals
  - > Companies that produce and/or market medical foods
- For music, books or films, we ask you to send your request to **brandhelp@alz.org**.

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alzheimer's disease health education

In connection with all cause-related marketing promotions benefiting the Association, we require partners to help us raise awareness and educate the public about Alzheimer's disease and available resources. We ask all partners to publish the Association's website (**alz.org**) and the toll-free Alzheimer's Association 24/7 Helpline (**800.272.3900**) on all partner promotions, events, marketing packaging and related advertising materials.

disclosure regulations

Cause-related marketing promotions that benefit the Alzheimer's Association are monitored by the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability as well as by applicable state commercial co-venture laws. These regulations require full disclosure to the consumer regarding the benefit to the charity when donations are raised through a consumer purchase on all packaging, advertising and promotional materials in clear and unambiguous terms.

If your promotion is approved, the Association will work with your company to suggest appropriate disclosure language. For more information about the BBB Standards (including Standard 19, which applies to cause-related marketing promotion disclosure), please visit **bbb.org/us/Charity-Standards**.

registration as a commercial co-venturer

Your business may also be required to register in certain states as a "commercial co-venturer" if conducting a cause-related marketing promotion. Specific requirements for commercial co-ventures vary from state to state. Although the Association cannot give legal advice to third parties, we recommend seeking legal counsel to ensure compliance with applicable state requirements.

national vs. local programs

We sometimes find that submitted proposals are better suited for a local program rather than a national program. The Alzheimer's Association has more than 70 chapters across the U.S. For cause marketing relationships that require the use of disclosures on the product label and packaging, only the national organization may approve language or logo use. We encourage local third-party event cause marketing programs. If your proposal is more appropriate as a local program, we may suggest that you contact your local chapter.

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

FACT: Alzheimer's is the only cause of death among the top 10 in America without a way to prevent, cure or even slow its progression.

FACT: There are more than 15 million Alzheimer's and dementia caregivers providing an estimated 17.5 billion hours of unpaid care valued at $216 billion.