



**CHESAPEAKE BAY
FOUNDATION**

Saving a National Treasure

Partnering with CBF

The Chesapeake Bay Foundation (CBF) welcomes the opportunity to develop corporate partnerships. Such partnerships help us reach out to a variety of audiences with important clean-water and conservation messages, while raising funds to support our vital efforts to restore and protect the Chesapeake Bay and its rivers and streams. For our partners, these relationships offer a competitive edge in the marketplace and highlight their commitment to the environment, the community, and clean water.

When considering partnerships, we look for relationships that fit one or more of the following criteria:

- Companies with sound environmental practices and values compatible with CBF's reputation and mission.
- Companies able to reach a broad audience, including their own customer base, to further CBF's educational, resource protection, and constituent development objectives.
- Partnerships that could lead to policy or public opinion change.
- Partnerships that could result in additional financial support of CBF's programs.

CBF will not enter into partnerships with companies in which a conflict of interest between CBF and the company exist.

This document contains guidelines to help you determine whether you want to pursue a promotional partnership with CBF.

CBF operates under the Better Business Bureau guidelines for charitable giving, which can be viewed using the following link: www.give.org/for-charities/How-We-Accredit-Charities. In compliance with these guidelines, CBF requires clear disclosure regarding the benefit to the organization when funds are raised through a consumer sale or transaction (e.g., 5 cents will be contributed to CBF for every jar sold through December 31) on all packaging, advertising, and promotional materials.





Any promotion that incentivizes sales or consumer action may trigger commercial co-venture state rules. We advise that you seek legal counsel to ensure your compliance with state registration requirements and any other applicable laws.

CBF requests that consumers are provided with information on our programs, a way to contact CBF for further information, and our website (cbf.org). We also look for ways to communicate CBF messaging to help raise awareness.

CBF must approve language used on signage, website, social media posts, and any other promotional materials.

A minimum financial commitment is expected. However, exceptions are considered and can be made at CBF's discretion.

For tax reasons, CBF cannot agree to actively promote the sale of the advertised product or service. Examples of non-allowable promotion of products or services may include, but are not limited to, one or more of the following:

- A call to action;
- An inducement to buy a product or service; and
- Qualitative or comparative language and/or price information or other indications of savings or value associated with the product or service.

If the promotion or event is approved, CBF will complete and forward of a copy of the License Agreement and Indemnification form and partnership contract, if applicable. Until fully executed partnership contract and licensing agreement are received by CBF, use of the licensed marks and CBF's name is strictly prohibited.

A copy of our financial statement is available to Maryland residents through the Office of the Secretary of State (Charitable Division, State House, Annapolis, MD 21401; 410/974-5534) or to Virginia residents through the Division of Consumer Affairs (P.O. Box 1163, Richmond, VA 23209; 804/786-2042). Pennsylvania residents may obtain a copy of the official registration and financial information from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800/732-0999. Registration does not imply endorsement. Copies are also available through the Chesapeake Bay Foundation's offices in Annapolis, Harrisburg, and Richmond.





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Promotional Partners Form

Please return completed form via email, fax, or mail.

member@cbf.org; 410/268-6687; 6 Herndon Avenue, Annapolis, MD 21403

CONTACT INFORMATION

Company Name (if applicable) _____

Contact Name _____

Title _____

Mailing Address _____

City _____

State _____

Zip _____

Phone Number _____

E-mail _____

PROMOTION DETAILS

Start Date _____ End Date _____

Fixed-price contribution \$ _____

Contribution dependent on sale of product/service (*please fill in details below*).

Description of goods or services offered

Amount of donation per product sold (fixed amount/unit or % of sales)

Estimated number of units of goods or services to be sold

Any guaranteed minimum or maximum to CBF

When (and how frequently) will payments be made to CBF?

In what location(s) will the promotion take place (name of store, restaurant, festival)?
Please include city and state.

Where will the promotion be advertised (including website, social media, etc., if applicable)?

Describe usage of CBF logo or name (on product, hang tag, promotional materials).

Are there other beneficiaries/sponsors/partners for this promotion?

No Yes: _____

What other participation or resources, if any, do you request from CBF?

Please list any additional comments or requests.



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Philip Merrill Environmental Center
6 Herndon Avenue, Annapolis, MD 21403
410/268-8816 · Fax: 410/268-6687 · cbf.org

