



## **Gilda's Club New York City's Corporate Partners Guidelines**

Corporate Partners are very important to Gilda's Club New York City (GCNYC) in our mission to create welcoming communities of free support for everyone living with cancer – men, women, teens and children – along with their families and friends. GCNYC welcomes all companies and brands, small or large, to inquire about creating a cause-related program with GCNYC as the beneficiary. Each potential partner is requested to submit a proposal. Proposals are reviewed on a case-by-case basis to ascertain the program's compatibility with the GCNYC brand.

Gilda's Club New York City appreciates any and all donations from individuals and companies. If you wish to use our logo, or taglines, you must become a GCNYC Corporate Partner, complete a proposal questionnaire, sign a Letter of Agreement, and make a minimum donation commitment.

If you wish to make a donation to GCNYC but do not wish to utilize the GCNYC logo, tagline, or name you may make a general statement such as “[Name of Company] has chosen to donate to Gilda's Club New York City.” You are on your honor to remit your gift to GCNYC if you make this claim.

**Categories** that GCNYC is **not** currently accepting:

- Alcoholic Beverages
- Baby products
- Books
- Health Supplements
- Products that contain a particular viewpoint on survivorship or the disease aspect of cancer

**Mailing Lists.** As per GCNYC's privacy policy, GCNYC does not sell its mailing list nor does GCNYC release its mailing list to any company or individual—this includes email addresses.

**License Agreement.** Use of GCNYC logos/taglines are prohibited unless there is a fully executed Agreement. GCNYC must have received the fully executed Agreement before any logos/taglines are released.

**Full Disclosure.** GCNYC requires that every product, brand, and/or company that displays the GCNYC logo or tagline, to disclose the exact and full benefit to the Clubhouse in plain and explicit language on all materials that the public will see. GCNYC complies with the Better Business Bureau guidelines for charitable giving. The actual or anticipated amount of the purchase price that will benefit GCNYC must be clearly stated. GCNYC will not accept or approve any promotions or promotional materials that state “a portion of the proceeds” or any other vague statement. The donation statement must be stated in retail terms, NOT wholesale.

Your company may also 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 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 Gilda's Club NYC 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.

**Minimum Donation.** To ensure that our corporate partners and supporters can feel proud of the cause-related marketing programs and promotions created to support Gilda's Club NYC and our commitment to make sure no one has to face cancer alone, a guaranteed minimum donation is required. It does not need to be paid up front. The guarantee is determined on a case-by-case basis. Factors include how many items, level of distribution, price of product, etc., which is why we ask everyone to fill out a proposal questionnaire. Your contribution can be based on volume (typically it is recommended 10% of the retail price for a product or service), be a flat donation, or it could be a donation up to a certain maximum amount, etc.

**Timing.** Proposals are reviewed weekly and GCNYC strives to notify potential partners within two weeks of our decision.

**Companies.** Must have been in business for more than 12 months.

**Celebrities.** Gilda's Club NYC cannot secure a celebrity to serve as a program spokesperson.

**Licensed Marks.** All GCNYC approved logos, taglines and mission statement must be utilized in accordance to the graphic standards that GCNYC sets forth.

The Corporate Partners proposal questionnaire follows. If you have any questions about the proposal or our guidelines please contact:

Allison P. Lurey  
Director of Development  
[alurey@gildasclubnyc.org](mailto:alurey@gildasclubnyc.org)  
212-647-9700 ext. 256

**Gilda's Club New York City's  
Corporate Partners Proposal Questionnaire**

If you met the Corporate Partners guidelines, please fill out the following questionnaire. Proposals are reviewed on a case-by-case basis to ascertain the program's compatibility with the GCNYC brand. You will receive a response regarding the status of your proposal within two weeks of receipt. Please **email** completed proposals to Allison Lurey at [alurey@gildasclubnyc.org](mailto:alurey@gildasclubnyc.org).

Proposal Questionnaire:

1. Please describe your company, including how long it has been in existence, what products you sell and a brief description of your average client.

2. Please describe your proposed program/product.

3. What will be the timing of the promotion and length of time?

4. What is the connection between Gilda's Club NYC and the program? Has your organization/company donated to Gilda's Club NYC before? \_\_\_\_\_ Yes \_\_\_\_\_ No

5. How much will the item or product line retail for?

6. What percentage or dollar amount of the price of the product will be donated to GCNYC?

7. Please provide an estimated total donation amount for the promotion and how you will be submitting funds to Gilda's Club NYC.

\_\_\_\_\_ One Lump Sum (applicable ONLY to programs running 3 months or less)

\_\_\_\_\_ Bi-Weekly

\_\_\_\_\_ Monthly

8. What is the minimum donation guarantee to Gilda's Club NYC?

9. What would the distribution level of the item(s) be and where would it be sold (types of retail outlets, how many, geography)? Which, if any, of these have been confirmed?
  
10. How and where will the item(s) be marketed and how will Gilda's Club NYC be involved?
  
11. What do you expect from Gilda's Club NYC?
  
12. Why is cancer support important to your organization?
  
13. Why would you like to work with Gilda's Club NYC versus another cancer charity?
  
14. Please include contact information.
  
15. Please attach an image of the product(s), if necessary. Along with your sample, please forward a company media kit and any other collateral, brochures, reports, about your organization or the program/promotion that will assist us in evaluating your proposal.