

MARKETING PARTNERSHIPS

Thank you for your interest in supporting World Wildlife Fund (WWF). Our corporate marketing partners help WWF reach a variety of audiences with important conservation and environmental messages and raise funds in support of our work. These relationships provide corporate supporters an opportunity to make a positive environmental impact involving not only their customers, but also business clients and employees.

According to Cone research studies, 70% of American consumers pay attention to what companies are doing regarding the environment today, even if they can't buy until the future.

WWF welcomes the opportunity to develop new corporate marketing partnerships as a way of enhancing our conservation mission. Our partner marketing team looks for companies with a solid history and strong brand image that would like to make a contribution that is significant and clearly defined to their customers. Below are guidelines to help you determine if you want to pursue a marketing partnership with WWF.

- We look for companies with compatible values and sound environmental practices. Additionally, products or services should offer a natural affinity to an environmental partnership.
- Generally, we ask that a company be established for at least one year before seeking a marketing partnership. However, new products or product lines with an established company are considered and exceptions can be made at WWF's discretion.
- In order to obtain a license to use the WWF name or panda logo ("Licensed Marks"), a company must enter into a written licensing agreement that outlines how the Licensed Marks will be used. Until a fully executed contract is received by the organization, use of the Licensed Marks (including any reference to WWF) is strictly prohibited.
- A substantial minimum financial commitment scaled appropriately for the size and reputation of the company and the terms of the partnership is expected. Examples are highlighted on our website.
- WWF operates under the Better Business Bureau guidelines for charitable giving, which can be viewed using the following link: bbb.org/us/Charity-Standards. These guidelines require clear disclosure to the consumer. In compliance with these guidelines, WWF requires full disclosure regarding the benefit to the organization when funds are raised through a consumer purchase, action or promotion (e.g. \$1 from the sale of each product will be given to WWF with a minimum guarantee of \$100,000 through June 1, 2010) on all packaging, advertising and promotional materials in clear and unambiguous terms. Your company/organization must be willing to comply with this requirement.

- For WWF marketing partnerships, we request that consumers are provided with conservation information where appropriate. Additionally, customers must be provided with a way to contact WWF for further information. And, we ask that you to agree to publish WWF's website worldwildlife.org and WWF messaging on all promotional materials, press releases, etc. to help raise awareness of conservation issues.
- WWF has a large member base in the U.S. However, we do not enter into partnerships that seek to target market to our membership. Rather, we work with companies willing to reach a broad audience, including their own customer base, through the relationship.
- Please be aware that any promotion that incentivizes sales or a consumer action may trigger commercial co-venture state statutes and your company 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 promotes a product or service and represents to the public that a portion of the proceeds will benefit a cause. WWF cannot give legal advice to organizations seeking to partner with WWF. We strongly advise seeking legal counsel to ensure that the compliance with these registration requirements and any other applicable laws.
- Please be aware that WWF's right to license the Licensed Marks is limited to promotions taking place in the United States. If you wish to engage in a global marketing partnership, certain other parties may be required to be included in the partnership.
- If you wish to contribute a percentage of proceeds from the sale of a particular product(s) or services, a sample should be provided for review when possible. Drawings and/or photos are accepted in cases where the product/service is still in development.
- Additionally, please forward a company media/press kit and any other collateral, brochures, reports, about your organization or the program/promotion that will assist us in evaluating the potential partnership.
- Online only promotions should also adhere to these guidelines.
- Sponsorships are available in connection with special programs.
- In advance of agreeing to a potential partnership, we ask that if, after reviewing the following requirements, you wish to proceed, please contact us to request additional information including our Marketing Partnerships Questionnaire at mrktmail@wwfus.org.

To learn more about ways to partner with WWF please visit:

[://www.worldwildlife.org/what/partners/corporate/marketingpartnerships.html](http://www.worldwildlife.org/what/partners/corporate/marketingpartnerships.html)