

# Corporate Sponsorship Fact Sheet

Thank you for your support of Animal Care & Control of NYC. Below are tips to help you determine if a cause-related marketing promotion with AC&C will meet your business objectives. Please review the following carefully before completing the Corporate Partnership Proposal Form.

## Licensed Trademarks:

To use AC&C's name or logo, written permission is required from AC&C to use any Licensed Marks.

## Criteria for Businesses Seeking Partnership with AC&C:

Minimum of one year in business is required for any party seeking partnership with AC&C. To ensure that all cause-related marketing promotions benefiting AC&C are consistent with best practices, AC&C recommends a guaranteed financial commitment.

## Limitations

Although AC&C is the beneficiary of proceeds through its partnerships, we have no ability to sell or distribute products of our partners. AC&C may publicly acknowledge its corporate partners, but because of our non-profit status, we cannot advertise for our partners or promote our partners' products or services. AC&C cannot agree to sell, loan, or distribute its mailing list or e-mail address to third parties. AC&C is unable to secure celebrities for promotional purposes.

## Animal Welfare and Animal Welfare Education:

In connection with all cause-related marketing promotions benefiting AC&C, we require partners to help us raise awareness and educate the public about animal welfare and animal homelessness. We ask all partners to publish AC&C's website ([www.nycacc.org](http://www.nycacc.org)) on all partner promotions, events, marketing packaging and related advertising materials.

## Disclosure Regulations:

Cause-related marketing promotions that benefit Animal Care & Control of NYC are regulated 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, AC&C 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 [www.bbb.org/us/Charity-Standards](http://www.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 AC&C cannot give legal advice to third parties, we recommend seeking legal counsel to ensure compliance with applicable state requirements.