



STRATEGIC PARTNERSHIP PROPOSAL

Thank you for your interest in becoming a strategic partner of Wounded Warrior Project® (WWP). The WWP strategic partnerships team looks to establish long-term, meaningful relationships with the potential to grow over time. Cause-related marketing requires a significant investment of time and legal resources both for the donor and the beneficiary. At WWP, we invest several resources in our partnerships, including staff time, and are therefore limited in our capacity to enter into charitable sales promotions (CSP).

Please allow up to ten (10) business days for a response from a member of our strategic partnerships team. This form must be filled out and submitted in order for your proposal to be reviewed and considered. Incomplete form submissions will not be considered.

Please download this form, complete it, save it as a PDF file, and send it to sp@woundedwarriorproject.org

» COMPANY INFORMATION

1. What is the legal name of the company (including parent company if DBA)?

2. When was the company founded?

3. What is the legal address of the company?

4. City:

5. State:

6. Zip code:

7. Company website:

8. What is the company category/industry?

9. Is the business a franchise?

No
Yes

9a. If Yes, how many locations
are there?

9b. How many locations will
participate in this promotion?

10. Please provide board of directors and/or executive team names:

11. Who is the primary point of contact (POC) for this promotion?

12. Contact Phone Number:

13. Contact Email:

14. Has the company previously participated in WWP fundraising initiatives? (Check all that apply)

- Hosted a community event
- Workplace giving
- Courage Awards & Benefits Dinner
- Corporate foundation
- Other (please indicate)

15. Has the company engaged in a charitable sales promotion with a nonprofit before?

- No
- Yes

15a. If yes, please provide a brief description, including beneficiaries, overview of the endeavor, and results:

16. Within the last 10 years, has the company been involved in any type of litigation or court proceeding?

- No
- Yes

16a. If yes, please explain the reason and outcome as well as the state in which the dispute was filed. If no, please type N/A.

» DETAILS OF THE CHARITABLE SALES PROMOTION (CSP)

17. Please provide a detailed description of the goods, product(s), or service(s) offered as part of the charitable sales promotion:

18. Is the CSP targeted at a specific audience?

- No
- Yes

18a. If yes, please indicate:



30. What are some key objectives you hope to accomplish through this partnership with WWP?

» BRAND ALIGNMENT

The WWP brand is an incredibly valuable asset and highly protected at WWP. The WWP brand is our promise to warriors, their families, and caregivers that we will be there to honor and empower them not just for today or tomorrow, but for a lifetime. Trust is essential for all organizations, but especially for nonprofits. While our brand is critical to those we serve, it's also an important reputation to uphold with the public, donors, and supporters.

31. Why has the company chosen WWP as the beneficiary of this promotion?

32. How does the company align with the WWP mission, vision, and values?

32a. Pick no more than three objectives: 32b. How would the CSP exemplify these?

Value
Impact
Commitment
Service
Integrity
Innovation
Empowerment
Honor

Nothing in this proposal constitutes a binding agreement with WWP. All communications pertaining to the charitable sales promotion are subject to review and approval by Wounded Warrior Project. WWP reserves the right to decline a proposal or dissolve an endeavor at any time for not adhering to any of the aforementioned policies or principles.

I Agree

Name:

Date:

Once completed, please save as a PDF file and e-mail it to sp@woundedwarriorproject.org.
Only fully completed proposal forms will be reviewed.

