

BC Cancer Foundation Cause Marketing Application

Thank you for your interest in becoming a partner of the BC Cancer Foundation, raising funds for the BC Cancer Agency, an organization which is responsible for cancer control and treatment of all British Columbians.

By way of definition, Cause Marketing is a sales driven strategy for a business, which ties a company's contribution to a non-profit organization to purchases made by consumers or clients of the company's products or services.

With this in mind, please complete the questions below in order for us to further understand how we can work together for a mutual benefit.

- 1. Please describe your business/organization, including when the business was established, and the cause marketing promotion you are proposing: (i.e. donate a percentage of sales to the BC Cancer Foundation; ongoing or for a set time period, a feature item or promotion).**

- 2. How many employees work at your organization? _____**
- 3. Please confirm the suggested retail price of the product or service that will be promoted: _____**
- 4. Please describe how, when and where you intend to market this promotion to your customers: (i.e. direct mail, print ads, case hangers, radio, TV, P.O.P. displays, storefront window, employee involvement, etc. in the Lower Mainland and throughout the province, from XXXX date to XXXX date).**

5. Please tell us specifically how you wish to use the BC Cancer Foundation logo: (i.e. on ads, flyers, posters, web site, e-newsletters, etc.). Please note that all usage of the BC Cancer Foundation logo must be approved by our marketing department. Allow five (5) business days for approval.

6. Please tell us how else we can support you: (i.e. provide you with a statement of appreciation from the BC Cancer Foundation, provide you with brochures about the BC Cancer Foundation and the BC Cancer Agency, etc.).

7. Please tell us about the number and general locations of distribution outlets or storefronts which will be involved:

8. Please outline the length of time for which you foresee making contributions (i.e. for one year, ongoing):

9. Please let us know how often you will plan to remit your donations (quarterly, bi-annually, or annually) as well as an estimated amount of each remittance contribution:

10. May we use your donations for our Partners in Discovery Cancer Priority Projects at the BC Cancer Agency? Or, if you would like to designate a particular focus for your funding, please let us know.

11. Have you supported non-profit organizations in the past? If so, please provide the names and a brief explanation of the program.

Thank you for your generous consideration in partnering with the BC Cancer Foundation. I look forward to the possibility of working with you.

If you have any questions, please let me know.

Kind regards,

Lindsay Abbott
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