



Cause Marketing Overview

Thank you for outreaching to Sunbeam Family Services! Thanks to donors like you, Sunbeam provides support to 10,000 Oklahomans each year through Early Childhood, Foster Care, Counseling and Senior Services.

Sunbeam is thankful to partner with the community on various cause marketing campaigns. Below are five easy steps to kicking off your cause marketing partnership with Sunbeam:

1. Review and agree to Sunbeam's Cause Marketing Guidelines.
2. Complete this short questionnaire.
3. A Sunbeam representative will get back to you within 2 business days to begin planning our partnership.
4. Sunbeam generates a partnership agreement and both organizations sign the agreement.
5. Your business submits promotional material to Sunbeam for copy review and approval.

Liability and Guidelines

Sunbeam does not assume any liability or responsibility for cause marketing promotions or events run by third parties. This includes, and is not limited to: refunds due to cancellations, fulfilling sponsorship requests, paying or providing invoices and/or providing special event or liquor licenses.

Sunbeam is not responsible for obtaining licenses or attending planning meetings for third party events.

Sunbeam will not assume responsibility for soliciting or collecting sponsorship fees for cause marketing events/promotions run by a third party.

Unless 100 percent of ticket sales benefit Sunbeam, the nonprofit cannot assume responsibility for online ticket sales through its website.

Sunbeam will refrain from any partnerships related to promoting or encouraging the sale of tobacco or tobacco related products, marijuana or marijuana related products.

Partnerships related to alcohol or alcohol related products will be determined on a case by case basis.

Sunbeam does not rent, sell or share its internal list of donors, volunteers and supporters.

Per IRS guidelines, Sunbeam cannot "endorse" the sponsor's brand/product or provide a "call to action" that causes financial benefits to the sponsors.

Staff and/or volunteer presence at an event is not guaranteed and is determined on a case-by-case basis, which may be related to revenue and/or exposure.

Sunbeam reserves the right to audit the sponsoring organization's books and records related to the event (especially if event expenses exceed 50 percent).

When events occur, Sunbeam will obtain certificates of Insurance from partners.

Organizations partnering with Sunbeam Family Services in a Cause Related Marketing Campaign must sign an agreement that clarifies the campaign, goal and action items. Cause

Related Marketing Campaign partners are asked to generate publicity for the campaign through purchased or in-kind media and any/all social media outlets available to them.

Sunbeam supports Cause Marketing Partnerships through:

- Donations of less than \$1,000
 - Use of the Sunbeam's logo (ALL uses of the name or logo must be approved prior to printing or public use)
 - Sunbeam partnership letter to support your efforts (as needed)
 - Supportive post(s) on Sunbeam's social media account(s) (number and frequency determined by the timing of the campaign)
- Donations of \$1,000 - \$4,999
 - Use of the Sunbeam's logo (ALL uses of the name or logo must be approved prior to printing or public use)
 - Sunbeam partnership letter to support your efforts (as needed)
 - Supportive posts on Sunbeam's social media account(s) (number and frequency determined by the timing of the campaign)
 - Joint press release
 - Sunbeam representative to speak at an event associated with promotion, or provide volunteer support, as needed
- Donations of \$5,000 - \$9,999
 - Use of the Sunbeam's logo (ALL uses of the name or logo must be approved prior to printing or public use)
 - Sunbeam partnership letter to support your efforts (as needed)
 - Supportive posts on Sunbeam's social media account(s) (number and frequency determined by the timing of the campaign)
 - Joint press release
 - Sunbeam representative to speak at an event associated with promotion, or provide volunteer support, as needed
 - Website carousel linking to event page
 - Facebook ad promoting event
- Donations of more than \$10,000
 - Use of the Sunbeam's logo (ALL uses of the name or logo must be approved prior to printing or public use)
 - Sunbeam partnership letter to support your efforts (as needed)
 - Supportive posts on Sunbeam's social media account(s) (number and frequency determined by the timing of the campaign)
 - Joint press release
 - Sunbeam representative to speak at an event associated with promotion, or provide volunteer support, as needed
 - Website carousel linking to event page
 - Facebook ad promoting event
 - Facebook Live talking about event
 - Media interview opportunity (pending media availability)

QUESTIONS

If you have any questions, contact Jane Meeks at jmeeks@sunbeamfamilyservices.org.