



AFRICAN WILDLIFE FOUNDATION®

MARKETING PARTNERSHIP GUIDELINES

Since 1961 the African Wildlife Foundation has been working with the people of Africa to ensure that the continent's wildlife and wild lands will endure forever. This mission is by definition inclusive; it recognizes that no one organization has the resources to effectively take on the enormous challenge of conserving Africa's natural heritage. As such AWF develops partnerships that accelerate progress toward this goal. Among these are business partners who provide valuable financial support to our priority conservation programs in nine landscapes throughout sub-Saharan Africa. Business partners also raise public awareness of the threats to Africa's wildlife and encourage their customers to learn more about the programs of the African Wildlife Foundation and take part in positive conservation change. The following are guiding principles for a prospective partnership program:

- ✓ We seek business partners that are committed to environmental stewardship and whose practices strive to demonstrate responsibility for conserving the planet's wildlife, wild lands and other natural resources.
- ✓ Business partners should be willing to make a meaningful, well defined contribution to further the work of the African Wildlife Foundation. Minimum financial commitments have been developed for the business partnership categories listed on www.awf.org.
- ✓ While the vast majority of business collaborations fall within the aforementioned categories, the African Wildlife Foundation remains open to exploring other ideas for collaboration that advance our conservation mission.
- ✓ The African Wildlife Foundation owns the registration for the African Wildlife Foundation name. The African Wildlife Foundation name and logo are Licensed Marks. Permission is required for use of either of these Licensed Marks. In order to gain permission to use these Licensed Marks, a company must enter into a written contract with the African Wildlife Foundation that outlines how the Licensed Marks will be used. Until a fully executed contract is received by the organization, use of the African Wildlife Foundation name and/or logo, is strictly prohibited.
- ✓ If your company wishes to donate a percentage of proceeds from the sale of a product and/or services, pertinent details (i.e., product samples; collateral) must be provided for review. Also, please forward a company media/press kit and other background that will assist the African Wildlife Foundation in evaluating a potential partnership.
- ✓ The African Wildlife Foundation is a member of the Better Business Bureau Wise Giving Alliance and conforms to the BBB guidelines for charitable giving, which can be viewed [here](#). These guidelines require clear disclosure to the consumer. In compliance with these guidelines, the African Wildlife Foundation requires full disclosure regarding the benefit to the organization when funds are raised through a consumer purchase, action or promotion on all packaging, advertising and promotional materials in clear and unambiguous terms.
- ✓ For all marketing programs, the African Wildlife Foundation requests that consumers are provided with a means of contacting our organization for additional information.
- ✓ 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.

Although the African Wildlife Foundation cannot give legal advice to organizations that conduct programs/promotions with us, we do advise them to seek legal counsel to ensure that they comply with these registration requirements.

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