

## MARKETING PARTNERSHIP REQUIREMENTS

Thank you for your interest in supporting The Nature Conservancy. Our corporate marketing partners help The Nature Conservancy reach out to a variety of audiences with important conservation and environmental messages and to raise funds in support of our conservation work. These mutually beneficial associations provide corporate supporters an opportunity to make a positive environmental impact involving not only their employees, but business clients and consumers.

According to the 2007 Cone Consumer Environmental Survey, 93% of Americans believe companies have a responsibility to help preserve the environment and the vast majority of Americans (91%), say they have a more positive image of a company when it is environmentally responsible.

The Nature Conservancy welcomes the opportunity to develop new corporate marketing partnerships. Our marketing team looks for companies with a solid history and strong brand image that would like to make a contribution that is significant and clearly defined to their customers. Below are guidelines to help you determine if a marketing program with the Conservancy will help meet your business objectives.

- The Conservancy looks for partners with compatible environmental values and sound environmental practices. Additionally, the company's products or services should offer a natural affinity to an environmental partnership.
- A minimum of one year in business is preferred for any organization seeking a partnership with the Conservancy. However, new products or product lines with an established company are considered.
- A substantial minimum financial commitment, scaled appropriately for the size and reputation of the company, as well as the terms of the agreement is expected. Examples are highlighted on our website and showcase mutually beneficial relationships ranging from \$100,000 to more than \$1,000,000 commitments. <http://www.nature.org/joinanddonate/corporatepartnerships/partnership/> Additionally, we review the value of the advertising exposure in both online, in-store and traditional media.
- The Nature Conservancy owns the registration for The Nature Conservancy name, logo, as well as Adopt An Acre® and Rescue the Reef® programs which are Licensed Marks. Permission is required for use of any of these Licensed Marks and the Conservancy name.
- In order to obtain permission to use our name or Licensed Marks, a company must enter into a written contract with the Conservancy that outlines how the

Licensed Marks will be used. Until a fully executed contract is received by the organization, use of the The Nature Conservancy name, logo, or any of its licensed marks is strictly prohibited.

- If you wish to contribute a percentage of proceeds from the sale of a product, a sample must be provided for review. Drawings and/or photos are accepted in cases where the product is still in development.
- Additionally, please forward a company media/press kit and any other collateral, brochures, reports, about your organization or the program/promotion that will assist us in evaluating the potential partnership.
- The Conservancy operates under the Better Business Bureau guidelines for charitable giving, which can be viewed using the following link: <http://us.bbb.org/WWWRoot/SitePage.aspx?site=113&id=4dd040fd-08af-4dd2-aaa0-dcd66c1a17fc> . These guidelines require clear disclosure to the consumer. In compliance with these guidelines, The Nature Conservancy requires full disclosure regarding the benefit to the organization when funds are raised through a consumer purchase, action or promotion (e.g. \$1 from the sale of each product will be given to The Nature Conservancy, with a minimum guarantee of \$200,000 through June 1, 2009) on all packaging, advertising and promotional materials in clear and unambiguous terms. Your company/organization must be willing to comply with this requirement.
- For all Conservancy marketing programs, we request that consumers are provided with conservation information and a way to contact the Conservancy for further information. We ask you to agree to publish the Conservancy's website [nature.org](http://nature.org), and Conservancy messaging on all promotional materials, press releases, etc. to help raise awareness about conservation issues.
- The Conservancy has a large member base across all 50 United States. However, we do not enter into partnerships that wish to market solely to our membership. Rather, we work with companies willing to reach a broad audience, including their own customer base, through the promotion.
- 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 Conservancy 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.

- Online only promotions must also adhere to these guidelines.
- Sponsorships are available for designated marketing programs such as Adopt an Acre and Plant a Billion Trees, but do not allow for logo use on packaging.
- In advance of agreeing to a potential partnership, we ask that if, after reviewing the following requirements, you wish to proceed, please contact Nancy Crozier at [ncrozier@tnc.org](mailto:ncrozier@tnc.org) to request a Marketing Partnerships Questionnaire for completion.

To learn more about ways to partner with The Nature Conservancy, please visit:  
<http://www.nature.org/joinanddonate/corporatepartnerships/partnership/art19883.html>