



## **Corporate Partnership Wee One Foundation**

### **Social Responsibility**

Does your company have a social responsibility? In today's new economy, companies are facing rising expectations from their customers, employees and investors to both improve their bottom lines and become better corporate citizens by caring for, promoting and partnering with social investments.

Companies associated with a cause, separate themselves from the noise and clutter, and rally their passion, grow their consumer base and drive brand loyalty. The Wee One Foundation offers you the opportunity to tie your brand to a group that is unlike any other in the golf industry.

The Wee One Foundation offers many opportunities for your organization to shine within the industry. For example, the "One for the Wee One" campaign can be tailored to suit your needs through cobranded marketing, company recognition and product promotion concepts. These practices help create heightened brand awareness, drive customer loyalty and increase your visibility. The Wee One Foundation relies on financial support from organizations such as yours, and celebrates those who pledge their commitment. It is a two way street and together we can make a difference.

The most overwhelming comment made about the Wee One Foundation is, "they are doing a lot of good," for both the individuals and families we support and the industry, itself. Partner with the Wee One Foundation, and your customers, employees and shareholders will recognize that your organization shares in our support of the industry.

Thank you for your support of Wee One Foundation. Below are tips to help you determine if a cause-related marketing promotion with Wee One Foundation will meet your business objectives. Please review the following carefully before completing the Corporate Partnership Proposal Form.

### **Licensed Trademarks:**

Wee One Foundation owns certain trademarks including the Wee One Foundation Logo, One for Wee One Logo and One for Wee One (collectively the "Licensed Marks"). Written permission from Wee One Foundation is required to use any Licensed Marks.

### **Criteria for Businesses Seeking Partnership with Wee One Foundation:**

A minimum of one year in business is required for any party seeking a partnership with Wee One Foundation. To ensure that all cause-related marketing promotions benefiting Wee One Foundation are consistent with best practices, Wee One recommends a guaranteed financial commitment. Please see the Corporate Partner Proposal Form for additional information.



**Limitations:**

Although Wee One Foundation is the beneficiary of donations through its partnerships, we, have no ability to sell or distribute products for our partners. However Wee One Foundation may publicly acknowledge its corporate partners. Because of our non-profit status, we cannot advertise for our partners or promote our partners or promote our partners' products and services.

Wee One Foundation cannot agree to sell, loan or distribute its mailing list or e-mail addresses to third parties. Wee One Foundation is unable to secure celebrities for promotional purposes.

**Disclosure Regulations:**

Cause-related marketing promotions that benefit Wee One Foundation are regulated by the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability, by applicable state commercial co-venture laws as well as by the Five Best Practices for Transparent Cause Marketing implemented by the New York Attorney General. These regulations and best practices require full to the charity when donations are raised through a promotional materials in clear and unambiguous terms.

If your promotion is approved, Wee One Foundation will work with your company to suggest appropriate disclosure language.

For more information about the BBB Standards (including Standard 19, which applies to cause-related marketing promotion disclosure), please visit <http://www.bbb.org/us/standards-for-charity-accountability/>. For information about Five Best Practices, please visit [www.charitiesnys.com/cause\\_marketing.jsp](http://www.charitiesnys.com/cause_marketing.jsp).

If your company meets these initial criteria, and you'd like to explore a relationship with the Wee One Foundation, please contact fill out the following form.



**Corporate Partnership Proposal Form**

Full Name of Company (as incorporated):

DBA (doing business as):

Company Address:

Company Website:

Company Phone Number:

Company Contact Name:

Company Contact Email and Phone:

Number of Employees:

Years in Business:

Annual Gross Revenue/Sales:

Proposed Partnership Information

Please describe proposed alliance/partnership:

Duration of promotion:

Location of promotion – (i.e. geography/states/cities/nationwide):

Description(s) of any specific products to be used in the promotion

Specific goals that company has in terms of product sales:

Estimated retail cost of products:

Specific percentage of sale or amount per item that will be paid to Wee One Foundation:

Estimated amount to be donated to Wee One Foundation:

Guaranteed minimum amount to be donated to the Wee One Foundation: