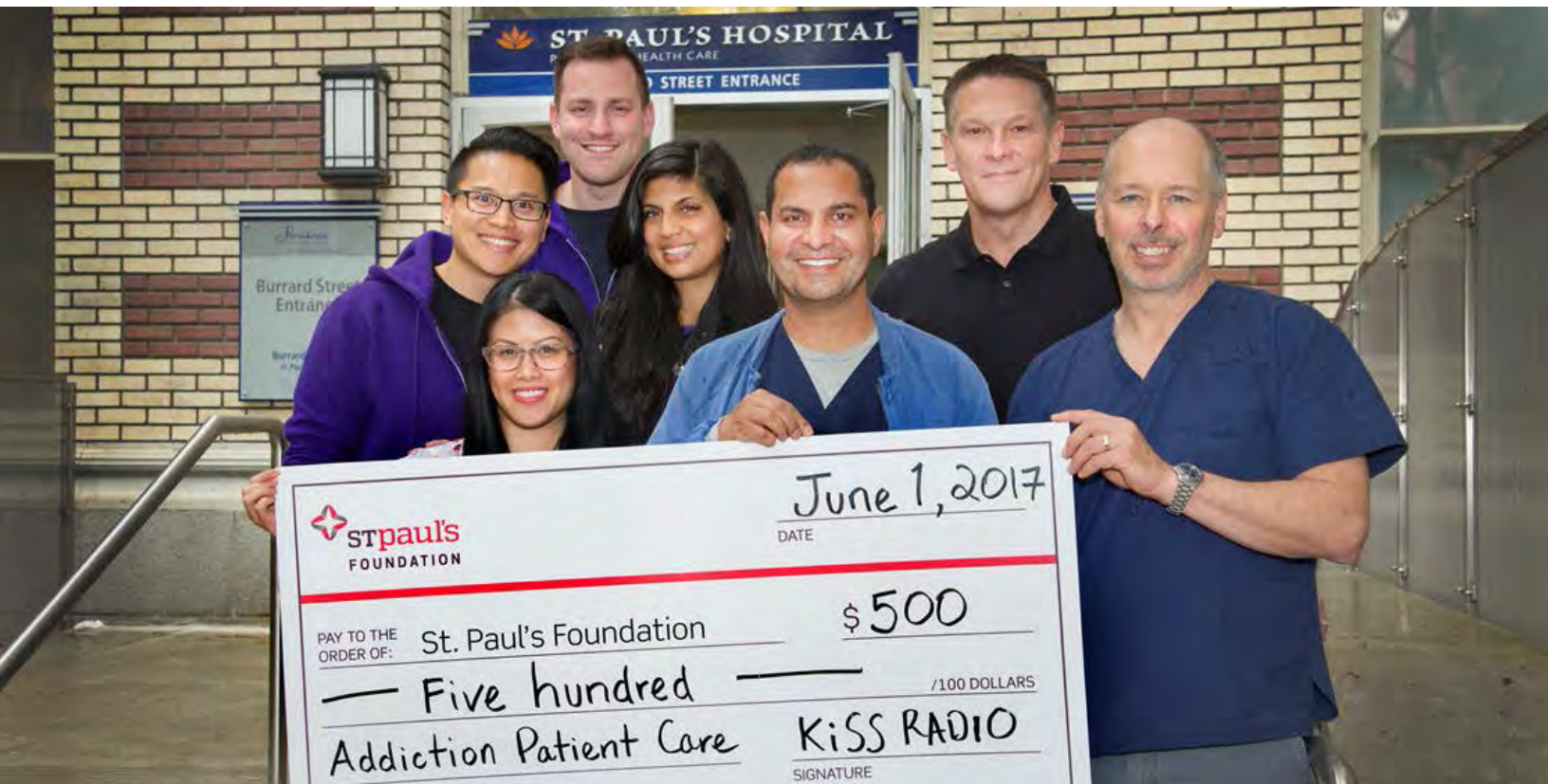




Thank you for your interest in developing a cause related marketing program in partnership with St. Paul's Foundation. Through the donation of proceeds from a product or service to St. Paul's Foundation you demonstrate your commitment to our community. Initiatives that fall within cause related marketing relate to businesses or individuals who sell a product or service, donate a portion of proceeds from the sale and wish to use St. Paul's Foundation's logo or name for promotion and awareness of the product or service.

How to Apply

To be considered, please complete and submit the below cause related marketing request form to Grace Chiu, Manager, Corporate & Sponsorship at gchiu1@providencehealth.bc.ca. All proposals will be carefully reviewed to ensure cause marketing goals are in alignment with those of the Foundation.





Cause Related Marketing Request Form

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Daytime Phone: _____

Email: _____

Company Website: _____

Number of employees in the company: _____

Is your company privately held or a public corporation? _____

Company mission statement: _____

Please outline why your company would like to partner with St. Paul's Foundation?

Please provide an overview of your cause related marketing plans and how St. Paul's Foundation is proposed to be included:



Cause Related Marketing



Start date of cause related marketing program: _____

End date of cause related marketing program (if applicable): _____

Term of Commitment:

- 1 day
- 1 month
- 6 months
- 1 year
- Other: _____

Expected Donation Amount:

- \$100 - \$5,000
- \$5,000 - \$10,000
- \$10,000 - \$20,000
- \$20,000 - \$30,000
- \$30,000 - \$50,000
- Over \$50,000
- Other

Will you provide a full accounting of all dollars raised in support of St. Paul's Foundation?

- Yes
- No

Do you have a business plan and if so, will you provide a copy to St. Paul's Foundation if requested?

- Yes
- No

Please indicate to the best of your ability the number of times St. Paul's Foundation in support of logo or name will be mentioned and via which mediums (for example, online, TV, print, radio).



Cause Related Marketing



Please note:

As per Canada Revenue Agency regulations, St. Paul's Foundation cannot issue tax receipts for contributions from this type of fundraising initiative as it is deemed the funds have been generated from a dual-benefitting relationship. We can only issue acknowledgement receipts for these funds.

St. Paul's Foundation requires creative review and will provide written approval for any use of the St. Paul's Foundation in support of logo or name on marketing materials.