



Cause Related Marketing



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 Chrystiane Vezzani, Assistant, Corporate Partnerships at clamyvezzani@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:



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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:

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



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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).



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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.