



## Third Party Initiatives, Cause Marketing and Corporate Partnerships

### Policy, Application and Letter of Agreement

True Patriot Love Foundation (TPL) is grateful to be considered as your charity of choice to support. Without generous individuals such as you, we would not be able to raise important funds for vital programs that support our Canadian Military and their families.

In order to ensure suitability and compliance with TPL's fundraising objectives and strategic plan, we ask that you complete the following form and submit it to our team at [thirdparty@truepatriotlove.com](mailto:thirdparty@truepatriotlove.com) before proceeding with your program or campaign.

**Each proposal will be carefully reviewed and a member of TPL will respond within 5 business days.**

Once your program or campaign is approved, TPL can provide the following support:

- Program/campaign advice and guidance
- Partnership agreement that validates the program /campaign
- Authorize the use of and provide the TPL logo
- Provide branded collateral for your event such as brochures, posters, annual report
- If applicable, issue tax receipts in accordance with Canada Revenue Agency Guidelines
- Highlight your campaign or program through our social media channels

Please note that True Patriot Love Foundation is unable to accomplish the following:

- Endorse products
- Funding or reimbursement of expenses
- Distribute/sell company products
- Place our logo on tangible items, such as books
- Sell or provide access to our Donor Database mail/email list
- Access to celebrities, military or community VIPs



## Terms of Reference

- True Patriot Love Foundation requires corporate partners to make a minimum contribution of \$5,000 within a one year term.
- TPL understands that not all programs can meet the minimum contribution of \$5,000. As such, we consider all proposals and determine if another option for support can be defined.
- Best practice recommends that funds raised are achieved through a minimum of 10% of the Manufacturer's Suggest Retail Price (MSRP) for products sold.
- Upon signing a cause marketing or corporate partnership agreement, the TPL logo will be provided to you for use in your marketing materials, both digital and print-based. The logo must be used in accordance with TPL's branding policies.
- All advertising and marketing materials that include a reference to TPL require pre-approval from TPL prior to distribution.
- All costs and expenses related to the campaign or program will be paid for by the third party. As well, the third party will handle any monetary transactions and will distribute to the net income to TPL upon completion of the program/campaign.
- As transparency is part of the backbone of TPL's standing in the community, it is integral that a declaration of proceeds from cause marketing sales is made. As well, TPL requires an accounting of the sales results from your program or campaign.
- A gift confirmation or letter of acknowledgment (as Canadian Revenue Agency allows) will be issued in accordance with True Patriot Love Foundation receipting policy.



**Application**

*Note: All fields are required for a complete application to be considered.*

**Name of Third Party/Company:** \_\_\_\_\_

**First Name:** \_\_\_\_\_ **Last Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City/Province:** \_\_\_\_\_

**Postal Code:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_

**Company Website:** \_\_\_\_\_

**Total Number of Employees:** \_\_\_\_\_

**Will your employees be participating in this initiative?** Yes    No

**Have you or your company ever donated to TPL in the past?** Yes    No

**What inspired you to choose TPL as a potential partner?**

**Please describe the products/services provided by your company? (If applicable)**

**What would a partnership between TPL and your business look like?**

**Tell us your big idea! Please describe the program/campaign you are proposing?**

**Program Start Date:** \_\_\_\_\_ **Program End Date:** \_\_\_\_\_

**Target Audience:** \_\_\_\_\_

**Fundraising Target (This can be an estimated number):** \_\_\_\_\_

**Existing Social Media Handles:** @ \_\_\_\_\_ @ \_\_\_\_\_