

## CORPORATE PARTNERSHIP GUIDELINES

Thank you for considering a partnership with Operation Smile. The following guidelines were developed to help you determine whether a sponsorship or cause-related marketing promotion will meet your business objectives.

### Criteria for Businesses

- Operation Smile requires a guaranteed minimum donation of \$25,000 for partnerships and provides a list of benefits commensurate with each donation level.
- Operation Smile welcomes proposals from businesses with at least one year of operating experience. The following business categories are excluded from our corporate partnerships: Adult content, firearms, tobacco.
- Operation Smile does not endorse specific brands or products.

### Limitations

- While Operation Smile may publicly acknowledge its corporate partners, because of our non-profit status, we cannot advertise, promote, sell or distribute products or services for our partners. Operation Smile may include the promotion on our website provided it meets all the guidelines outlined above.
- Operation Smile does not sell or provide its mailing list as a part of promotional agreements.
- Operation Smile owns the trademarks for its name and logo and a written contract is required to use any licensed marks.
- Operation Smile requires prior approval of all marketing or promotional materials, advertising and packaging that display our trademarks.

### Partnership Benefits

- Operation Smile provides a set of benefits for each level of sponsorship beginning at \$25,000.
- Our team will work with your team to create and customize each partnership. Types of partnerships can include: Multi-channel promotions, employee engagement, and product purchase to benefit, international campaigns, or medical mission sponsorship.
- Support provided by Operation Smile can include: Marketing support and co-branded campaign development, social media strategy, PR and promotional support.

We hope to partner with your business to form a mutually beneficial and sustainable collaboration based on a shared passion for helping children in need. Thank you for your consideration.

For more information, please contact Lisa Jardanhazy, [ljardan@operationsmile.org](mailto:ljardan@operationsmile.org).