



**SECOND HARVEST**  
of SILICON VALLEY

## Guidelines for Cause Marketing Partnership

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Thank you for your interest in supporting Second Harvest of Silicon Valley. We are frequently approached by donors, like you, that wish to partner with us to promote a business or a product while also generating financial contributions. We welcome these intentions with deep gratitude. However, to protect the donating parties and Second Harvest of Silicon Valley, we have drafted the requirements below and ask that you read through the following guidelines, sign the attached and return it to your Second Harvest partner.

### **How we can help with your promotional activity:**

- Provide various versions of our logos along with brand guidelines.
- Provide information and talking points about Second Harvest of Silicon Valley that can be used by employees, in social posts, blog posts, press releases etc., as well as quotes.
- Provide client stories and images that can be used in promotional materials.
- We can interact on social media given notice by liking and commenting on a post originated by the partner.

### **Our Limitations:**

- Second Harvest of Silicon Valley does not share or sell its internal list of donors or supporters, nor do we solicit these contacts specifically for third-party promotions.
- Due to the volume of promotions request we receive; we cannot guarantee that a Second Harvest representative will be available to attend any promotions.
- We cannot originate any posts on our social media channels to promote any cause marketing promotion.
- We cannot post any promotion on our website.

### **Criteria for entering a cause marketing partnership:**

- The partnering organization is responsible for all sales, marketing, and promotion.
- Apart from nationally approved promotions, programs that cross Second Harvest of Silicon Valley's geographical boundaries (outside of Santa Clara or San Mateo Counties) must have the approval for all food banks involved.
- All print and collateral materials must be approved by Second Harvest and comply with existing style guidelines regarding the use of Second Harvest's name and logo.
- We reserve the right to deny any proposed partnership that does not complement the mission or project a positive image of Second Harvest.
- Second Harvest will not supply any funding to finance a third-party promotion and will not be responsible for any debts incurred.
- The promotion must comply with applicable local, state, and federal laws and regulations.
- Whatever portion of the proceeds that will be going directly to Second Harvest will be, must be clearly disclose to purchasers.
- If displaying our logo on our website, please link it back to our website, using [this link](#).

Partners are required to inquire with a Second Harvest at least 30 business days prior to the proposed start of your promotion. Any inquiries submitted less than 30 business days prior to the start date may not be reviewed.