



UTAH FOOD BANK

Cause Marketing Guidelines & FAQ

What is Utah Food Bank's Criteria for Support?

The resources committed by UFB will be assessed on a case-by-case basis. Regardless of what your expected financial contribution is, we would love to hear from you. Outreach is a powerful tool for us as well, and we appreciate any opportunities to be able to reach new audiences. We will do our best to promote all that we can, pending our previous commitments, regardless of what the expected contribution is. Generally, any organizations proposing a promotion for UFB should:

- Adhere to UFB branding identity and standards.
- Have a positive impact on UFB's reputation
- Obtain approval from UFB in appropriate time frames of all relevant promotions.

Please note that UFB will not enter into any relationship that constitutes a conflict of interest, nor will we provide any up-front funding to support your cause marketing efforts. We will refrain from any partnerships related to promoting the sale of firearms, tobacco or tobacco-related products, and alcohol or alcohol-related products.

What Does Utah Food Bank Expect of Me?

To effectively manage our resources, it is important that we understand all activities undertaken for our benefit. There is no minimum donation amount as UFB wants to be involved in the community in diverse ways. We request the following of any organization wishing to partner with us:

- Complete Utah Food Bank's **Cause Marketing Proposal** at least 15 days prior to the commencement of the event/promotion.
- There shall be no promotional efforts made using our name prior to the AGREEMENT being signed by all parties.
- All related promotional materials containing UFB's logo must be submitted to UFB for approval prior to distribution.
- All information released to the media referencing UFB's involvement requires advanced approval from UFB.

Can I use your logo and/or promotional language?

All logo usage must adhere to UFB branding identity and standards, and materials utilizing UFB's logo must be approved before distribution to the general public. We are happy to provide promotional language and/or quotes from UFB representatives upon request. Please send all logo and promotional language requests to communications@utahfoodbank.org.



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Will Utah Food Bank Publicize my Event or Promotion?

- Utah Food Bank refrains from directly endorsing any product or service. For 501c3 organizations, the IRS considers advertising revenue as unrelated business income, therefore donations arising as a result of what they consider advertising could be subject to taxation. The IRS defines advertising as any sponsor recognition or message that includes the following: qualitative or comparative language; price information or indications of saving or value; **or a call to purchase, sell or use the sponsor's products or services.**
- **It is our policy that we do not engage in promotions where we are the driving force behind customer participation, such as providing a promotional code for donors to use.**
- We respect our donors' privacy and will not share/sell our mailing lists nor reach out to them on the behalf of third parties.
- Media: in most cases the sponsor will handle all event publicity. Requests for UFB assistance will be handled on a case-by-case basis. UFB will be happy to provide a quote from a senior staff member for your press release if given advance notice. Please send requests to communications@utahfoodbank.org.
- Social Media: UFB does not guarantee a presence on our social media platforms except for donors who are within certain pre-determined giving levels. However, depending on the timing of your promotion and availability of our social media resources, UFB may provide social media exposure for your promotion. This will be handled on a case-by-case basis. If you would like further information regarding the benefits that are available for different giving levels, please contact communications@utahfoodbank.org.
- Website: We are unable to include your promotion and/or logo on our website, except for those donors falling within pre-determined giving levels for specific campaigns. If you would like further information regarding event sponsorship opportunities, please contact communications@utahfoodbank.org.

Who Can I Contact With Further Questions?

If you have any questions about our Cause Marketing Program, please contact Heidi Cannella at 801-887-1278 or communications@utahfoodbank.org.