



MRA CAUSE MARKETING GUIDELINES

Thank you for your interest in supporting the Melanoma Research Alliance (MRA). MRA is the largest non-profit funder of melanoma research, having committed \$101 million towards research in the fight against melanoma since its founding in 2007. MRA corporate partners are instrumental to our endeavor to end suffering and death due to melanoma. Due to the generous support of our founders, Debra and Leon Black, 100% of every donation to MRA directly supports our groundbreaking melanoma research programs without admin, development, or other fees.

Below are tips to help you determine if a cause-related marketing promotion with MRA will meet your business objectives and move our mission forward. Please review the following carefully before completing the MRA Cause Marketing Assessment Form at www.curemelanoma.org/causemarketing.

Logo usage

MRA owns the trademark for the Melanoma Research Alliance name and signature logo. Written permission from MRA is required to use any Licensed Marks.

Criteria for businesses seeking partnership with MRA

Any party seeking a partnership with MRA must be a legally established company. To ensure that all cause-related marketing promotions benefitting MRA are consistent with best practices, MRA requests a minimum guaranteed financial commitment of \$2,500. However, we gladly accept donations of any size from businesses that want to advance our mission.

Limitations:

- MRA does not endorse products or services
- Although MRA is the beneficiary of proceeds through the cause marketing promotion, we have no ability to sell or distribute products for our partners.
- MRA will publicly acknowledge and promote its corporate partnerships, but because of our tax-exempt status, cannot advertise for our partners or promote our partners' products or services.
- MRA does not sell, loan, or otherwise distribute its mailing or email lists to third parties.
- MRA will not engage with corporations who make false and/or unsubstantiated claims about products or services.



Melanoma Awareness

In connection with all cause-related marketing promotions benefitting MRA, we ask our partners to help us raise awareness and educate the public about melanoma. We encourage all partners to publish MRA's website (curemelanoma.org) on all related promotional material.

Disclosure regulations

At MRA, we have adopted these best practices as outlined by the New York State Attorney General (<https://bit.ly/2RQ2fZO>):

Advertisements, websites and product packaging used in the cause marketing campaign should clearly disclose:

- *The name of the charity receiving the donation*
- *The benefit the charity will receive from the purchase of a product or use of a service*
- *Any flat donation, any minimum amount guaranteed to the charity, or any maximum amount or other cap on the donation*
- *Any consumer action required in order for the donation to be made and any other restrictions on the donation*
- *The start and end dates of the campaign*

Once your Cause Marketing Assessment Form is approved, MRA will work with your company to suggest appropriate disclosure language.

Registration as a commercial co-venturer

Your business may also be required to register in certain states as a "commercial co-venturer" if conducting a cause-related marketing promotion. Specific requirements for commercial co-ventures vary from state to state. Your company is responsible for being compliance with any applicable state/local laws.

The mission of the Melanoma Research Alliance is to end suffering and death due to melanoma by collaborating with all stakeholders to accelerate powerful research, advance cures for all patients, and prevent more melanomas.

- **FACT:** Melanoma is one of the most common cancers in young adults (especially young women).
- **FACT:** According to the CDC, the incidence of melanoma has doubled during the past three decades in the United States.
- **FACT:** 96,480 people in the United States are expected to be diagnosed with new melanomas and more than 7,000 people in the US are expected to die of melanoma in 2019.