

# **GENERAL BRAND USAGE GUIDELINES**

## **CHU SAINTE-JUSTINE FOUNDATION**

**BENEFIT EVENTS &  
CAUSE-RELATED MARKETING  
INITIATIVES**



**Fondation  
CHU  
Sainte-  
Justine  
Foundation**

## 1 ♥ BENEFIT EVENTS

### A. Definition

A one-time event, without commercial interest, organized by a third party (individual, family, organization, foundation or group) in order to raise funds for the cause.

### B. Criteria

Aside from the costs directly related to the organization of the event, all the funds raised are returned to the cause. The sale of a product is rarely associated with this type of fundraising activity.

**The organizer has no commercial interest associated with the event.**

In most cases, the promotion of the activity is directed towards the organizer's immediate network (entourage, members of his/her association, colleagues, etc.). However, fundraising activities can be larger and reach a wider audience.

## 2 ♥ CAUSE-RELATED MARKETING INITIATIVES

### A. Definition

A fundraising activity whereby a business partner (company) remits a portion of the profits from the sale of its goods or services to the cause.

In addition to raising funds for the cause, the partner generally also wishes to promote its association and involvement with the CHU Sainte-Justine Foundation to a wider audience than its immediate network (i.e., to the general public).

### C. Criteria

Cause-related marketing initiatives are distinguished by the commercial nature of the activity, but can also combine various types of contribution, such as:

- A purely monetary gift (corporate donation)
- A donation related to the sale of a product
- Customer access (solicitation or outreach)

## 3 ♥ GENERAL BRAND USAGE GUIDELINES FOR BENEFIT EVENTS AND CAUSE-RELATED MARKETING INITIATIVES

Depending on the nature of the involvement and the category to which the partner or the organizer belongs, the authorization process for a benefit event or a cause-related marketing initiative, as well as the rights for using the “CHU Sainte-Justine Foundation” brand, may differ.

However, benefit events and cause-related marketing initiatives are both subject to the policies set out in the brand usage guidelines.

### 3.2 ♥ General criteria

- 1- No benefit event or cause-related marketing initiative may be undertaken without the prior authorization of the CHU Sainte-Justine Foundation. Brand usage rights are limited and the CHU Sainte-Justine Foundation reserves the right to grant or refuse permission for a benefit event or cause-related marketing initiative to be held for any and all motives it deems reasonable.
- 2- Under no circumstances may the organizers of a benefit event or a cause-related marketing initiative transfer or grant CHU Sainte-Justine Foundation brand usage rights to a third party related to its fundraising event.
- 3- A minimum of four (4) weeks’ notice must be allowed between the submission of the request for authorization and the date of the benefit event or the cause-related marketing initiative in question.
- 4- The CHU Sainte-Justine Foundation does not authorize any association with:
  - Adult content
  - Alcoholic beverages
  - Hazardous or dangerous products or activities
  - Tobacco or cannabis products
  - Pharmaceutical or medical products
- 5- Any activity or communication using the “CHU Sainte-Justine Foundation” brand requires the prior written approval of the CHU Sainte-Justine Foundation. **Unless otherwise agreed, the CHU Sainte-Justine Foundation’s logo may not be used on commercial products.**
- 6- The CHU Sainte-Justine Foundation agrees to issue tax receipts for all net donations of \$20.00 or more (complete donor information must be provided by the partner).
- 7- The Foundation reserves the right to receive a detailed financial statement of the benefit event or cause-related marketing initiative.

### 3.3 ♥ Specific criteria – Benefit events

#### A. Minimum commitment

No minimum commitment is required from the organizer of a benefit event.

#### B. Partner obligations

Depending on the scope of the benefit event, a letter of intent or an official contract, to be determined by the CHU Sainte-Justine Foundation, must be signed by both parties before the start of the event.

**This agreement must include:**

- Date of the event
- Summary description of the event
- Fundraising goal (donation to be remitted)
- Fundraising deadline and donation payment provisions
- Brand usage rights and limitations

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### 3.4 ♥ Specific criteria – Cause-related marketing initiatives

#### A. Minimum commitment

The company's minimum commitment required in exchange for the right to use the "CHU Sainte-Justine Foundation" brand has been established on the basis of the following factors:

- Company size (see section **4 - DEFINITION-COMPANY TYPES**)
- Duration and recurrence of the initiative

A percentage of the minimum donation must be paid when the agreement is signed, according to the company's giving history with the CHU Sainte-Justine Foundation:

- **Company with a history with the Foundation (already a donor):**
  - 25% of minimum donation must be paid on signing the agreement
- **Company without a history with the Foundation:**
  - 50% of minimum donation must be paid on signing the agreement

## B. Partner obligations

1. The company must have been officially registered or incorporated for at least 36 months.
2. The following information must be provided before branding rights may be granted:
  - Details of the initiative
  - Selling prices of related product or service
  - Promotional plan (advertising, media relations, etc.)
3. The company is solely responsible for promoting the initiative.
4. The CHU Sainte-Justine Foundation will not do any mass mailing (e-mail, post, text, etc.) to support the company's initiative.
5. Transparency with customers is essential.

**Examples:**

  - The amount to be remitted to the cause on the sale of a product must be based on its retail price and not the profit.
  - The amount remitted per item sold must be clearly indicated (e.g., With the purchase of a product sold at a cost of \$5.00, \$2.00 will be donated to the cause.)
  - The Foundation reserves the right to assess the amount remitted based on the partner's profit margin.
  - The CHU Sainte-Justine Foundation logo may not be used on commercial products.
6. A binding contract between the two parties must be signed by representatives duly mandated by both parties prior to any cause-related marketing initiative being undertaken.

### **This contract must include:**

- Date or duration of the initiative
- Detailed description of the initiative (logistics)
- Fundraising goal (minimum donation to be remitted)
- Promotional or marketing plan
- Fundraising deadline and donation payment provisions
- Brand usage rights and limitations

## 4 ♥ DEFINITIONS – COMPANY TYPES

### A. Small

Family, neighbourhood or local business. Limited influence beyond its immediate customers.

- Under 100 employees
- Generally few points of sale or branch locations

### B. Medium

Company with a larger scope and whose brand is recognized by most of the Quebec population. Good distribution and influence across the province.

- Between 100 and 500 employees
- Generally more than 5 points of sale or branch locations

### C. Large

Publicly recognized corporation or company with a wide scope whose reputation and influence are recognized across Quebec, Canada or even internationally.

- Large number of employees (more than 1000)
- Generally, many points of sale or branch locations across the province or throughout Canada
- May be a publicly traded company

## 5 ♥ COMMITMENT OBLIGATIONS + RIGHTS AND BENEFITS

PARTNERSHIP TYPE	COMMITMENT OBLIGATIONS	RIGHTS AND BENEFITS
<p><b>A. Benefit event</b></p> <ul style="list-style-type: none"> <li>One-time event with no commercial interest, organized by a third party (individual, family, group, etc.)</li> <li>Variable outreach according scope of benefit event</li> </ul>	<ol style="list-style-type: none"> <li>No minimum commitment required</li> </ol>	<ol style="list-style-type: none"> <li>Limited use of the logo, subject to approval</li> <li>Mandatory to state “For the benefit of the CHU Sainte-Justine Foundation”</li> <li>Recognition according to the current policy</li> </ol>
<p><b>B. Small company*</b></p> <ul style="list-style-type: none"> <li>Family, neighbourhood or local business, etc.</li> <li>Under 100 employees</li> <li>Limited influence beyond its immediate customers</li> </ul>	<ol style="list-style-type: none"> <li>Minimum donation of \$5,000 (with 1-year contract) <b>OR</b> \$2,000 per year (with minimum 3-year contract)</li> <li>No promotion to general public</li> </ol>	
<p><b>C. Medium-sized company*</b></p> <ul style="list-style-type: none"> <li>Company with a larger scope, whose brand is known by most of the general public</li> <li>Between 100 and 1000 employees</li> <li>Influence throughout the province</li> </ul>	<ol style="list-style-type: none"> <li>Minimum donation of \$25,000 (with 1-year contract) <b>OR</b> \$10,000 per year (with minimum 3-year contract)</li> <li>Promotional plan subject to approval</li> </ol>	
<p><b>D. Large company*</b></p> <ul style="list-style-type: none"> <li>Publicly recognized corporation or company</li> <li>Over 1000 employees</li> <li>Major influence in Quebec, other provinces or even internationally</li> </ul>	<ol style="list-style-type: none"> <li>Minimum donation of \$50,000 (with 1-year contract) <b>OR</b> \$20,000 per year (with minimum 3-year contract)</li> <li>Promotional plan subject to approval</li> </ol>	

### \* ADDITIONAL OBLIGATION

- Company with a history with the Foundation (already a donor):
  - 25% of minimum donation must be paid on signing the agreement
- Company without a history with the Foundation:
  - 50% of minimum donation must be paid on signing the agreement

# Thank you!



CHU Sainte-Justine Foundation  
5757 Decelles Avenue, Suite 335  
Montreal, QC H2S 2C3

Tel.: 514-345-4710  
Toll-free: 1-888-235-3667  
Email: [fondation@fondationsaintejustine.org](mailto:fondation@fondationsaintejustine.org)

Registration number: 11892 1667 RR 0001