

Legal Requirements Associated with Cause Marketing

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Cause marketing, connecting a for-profit company's image or sales to a charitable cause, can reap significant benefits, and in recent years there has been a dramatic increase in the number of campaigns connecting brand images or sales to a charitable cause. However, cause marketing efforts often fall squarely within the scope of numerous statutes governing "commercial co-venturers." This session covers the variety of contractual, registration, advertising disclosure, and recordkeeping requirements that companies must consider before launching any such campaign.