



**American  
Red Cross**

American Red Cross  
Southeastern Pennsylvania  
2221 Chestnut St.  
Philadelphia, PA 19103

**Re: Co-Venture**

Thank you for your support of the American Red Cross! We are happy to work with organizations such as yours to further our mission. Outlined in this document are the requirements we ask organizations to comply with when we grant the right to use our brand. Compliance with these guidelines enables us to uphold the promise of our mission delivery down the street, across the country and around the world.

**Company or Name:**

**Email:**

**Phone:**

**Address:**

**Describe Event/Promotion/Initiative:**

**Active Date(s):**

**Percent of Sale or \$ amount to be donated:**

**Campaign Designation:**

**Donation payments:** Donations are to be paid to the Red Cross within 10 days of the conclusion of the program, event or initiative. Checks are to be made payable to "American Red Cross" and mailed to the Red Cross address listed on this letterhead.

**Use of the Red Cross name:** This agreement grants Insert company or name a limited and non-exclusive license to use the Red Cross name, but it does not grant the right to use any trademarks or logos, in connection the event/initiative. Products (or their packaging or labeling) may not include any Red Cross name or logo.

**Language for use in promotional materials:** All program materials associated with your charitable event/promotion/initiative must accurately describe the terms of the organization's relationship in a manner that is transparent and not misleading to the consumer. Proper disclosure of charitable relationships helps the American Red Cross to comply with requirements imposed by law or regulation under charitable solicitation laws. We adhere to the Better Business Bureau® "Wise Giving Alliance." We expect all parties in the relationship to adhere to the terms of the Better Business Bureau® "Wise Giving Alliance" ([www.bbb.org/us/charity](http://www.bbb.org/us/charity)).

Please include the following terms within your promotional materials:

- *Insert company or name will donate all **Insert % sale/\$ amount** from the Insert description of event/program.*
- *This donation will support **local disaster relief**.*
- *The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position. The American Red Cross logo is a registered trademark owned by the American Red Cross. For more information, please visit [www.redcross.org](http://www.redcross.org).*

BOTH PARTIES AGREE THAT BY ENTERING THEIR ELECTRONIC SIGNATURE IN THE FORMAT SHOWN BELOW THAT THIS SHALL BE A BINDING LEGAL DOCUMENT. REQUIRED SIGNATURE FORMAT: **/Jane Doe/**

**Company/Individual**

**Agreed to by:** Insert approver name

**Address:** Insert address

Date: Insert date

**American Red Cross**

**Agreed to by:** Insert approver name

**Address:** Southeastern Pennsylvania 2221 Chestnut St.  
Philadelphia, PA 19103

Date: Insert date