

Cape Cod Healthcare, Inc.

Cause Related Marketing Parameters

Thank you for your interest in supporting Cape Cod Healthcare, offering patient-centered healthcare at Cape Cod Hospital, Falmouth Hospital, the VNA of Cape Cod and our many other healthcare providers and affiliates.

Cause marketing (or a commercial co-venture) is a marketing partnership of sorts, between a company and a nonprofit organization that raises money for the nonprofit organization while promoting a product, service or performance from that company. Any such venture should be designed to maintain positive cause marketing relationships, protect Cape Cod Healthcare's and our partners' reputations and comply with applicable laws and Better Business Bureau Standards for Charity Accountability. For more information about the BBB standards, please visit bbb.org/us/Charity-Standards as it relates cause-related marketing promotion disclosure. Below are tips to help you determine if a cause-related marketing promotion with Cape Cod Healthcare will meet your business objectives while still advancing Cape Cod Healthcare's mission. Please review carefully before completing the Cape Cod Healthcare Cause Marketing Proposal form.

► General Parameters

- Any promotion must be consistent with and advance Cape Cod Healthcare's mission and reflect positively on the organization.
- Cause marketing partners should have and maintain a positive reputation in their communities.
- Before any promotion begins, cause marketing partners must have a signed and approved contract with Cape Cod Healthcare.
- Cause marketing partners must submit to Cape Cod Healthcare the final design of any promotional materials containing the Cape Cod Healthcare name or logo for approval before any use, online or offline production or publication.
- All cause marketing promotions must clearly state at the point of sale or contact with the consumer the amount per sale or the percent of sale that the partner will donate to Cape Cod Healthcare (also, if applicable, any specific maximum or guaranteed minimum donation); the products, services or performances that are included; and the duration of the promotion.
- Cape Cod Healthcare may engage in activities that acknowledge its partners through a variety of online and offline channels; however, Cape Cod Healthcare does not engage in activities that could be considered advertising or endorsing its partners.
- All cause marketing promotions to benefit Cape Cod Healthcare must comply with all applicable state/federal laws as well as the Better Business Bureau's Standards for Charity Accountability. We recommend seeking legal counsel to ensure compliance with state requirements applicable to "commercial co-ventures."
- Promotions must not imply Cape Cod Healthcare's endorsement of a given company, product or service.
- Cause marketing partners must have a signed and approved Cause Marketing Proposal and Contract with Cape Cod Healthcare before any promotion begins.



CAPE COD HEALTHCARE

Expert physicians. Quality hospitals. Superior care.