



**FRED HUTCH**  
CURES START HERE®

# Mobilizing Your Community for Cures

Cause Marketing Opportunities & Benefits



# EVERY PARTNER POWERS CURES

At Fred Hutchinson Cancer Research Center, we are compelled to do everything we can to help people live healthy, fulfilling lives free from disease. Our researchers relentlessly pursue discoveries that prevent, treat, and cure cancer, HIV, and other diseases that affect humanity. From basic science to clinical research, we revel in pushing the limits of human knowledge.

Fortunately, we're not alone in this effort — we have generous organizations like yours by our side. Partnering with Fred Hutch on a cause marketing campaign empowers you and your community to make a direct impact on research and discoveries that save lives. Our team can help you create a standout campaign that engages your customers and employees and inspires them to support leading-edge science.

## Help fuel lifesaving research

Activating your employees and customers to support Fred Hutch through a cause marketing campaign is a powerful way to accelerate cures. You can direct the proceeds from your campaign to the center's greatest needs, a specific area of research, patient and family support programs, or another area of your choosing.

But don't just take our word for it — check out what some of our amazing partners have to say:

"Brooks was proud to partner with Fred Hutch to honor our friend Gabe Grunewald, who inspired us all with her tenacity, grit and heart on the track and in her battle against cancer. Working with Fred Hutch on the 'Brave Like Gabe' shoe gave Brooks and our runners an incredible opportunity to continue Gabe's legacy of supporting rare cancer research. We are grateful to Fred Hutch for the healthier future they are working to make for all of us."

**Jim Weber**  
CEO, Brooks Running



"The glassybaby White Light Fund mission is to support organizations that provide hope and healing. We are proud of our long-term relationship with Fred Hutch and appreciate their local and national leadership, dedication to cancer research and care, and most importantly, their shared commitment to hope and healing."

**Eliza Cummings**  
Executive Director, glassybaby White Light Fund  
Photo: Lee Rhodes, Founder, glassybaby



"Fred Hutch is an incredible resource in our community and we are proud to support their mission to save lives, and wipe out cancer and related diseases worldwide. We joined forces with Fred Hutch and created a special EVERGREENs Obliteride salad that donated a portion of sales directly to research. Promoting and funding Fred Hutch is a small way to show heartfelt support of our shared mission for healthier lives. We couldn't be prouder."

**Tom Small**  
CO-CEO, Evergreens



“As the largest retail employer in Kitsap County, the Haselwood Auto Group is driven to support Fred Hutch’s efforts to eradicate cancer. Our employees get excited for our annual Drive For A Cause fundraiser that supports the Hutch. We appreciate the difference Fred Hutch makes in all of our lives.”

**The Haselwood Auto Group**



“Through hugabox, we are not only honoring our daughter, but giving back to the Hutch and its amazing researchers. A cause marketing campaign is the right fit for us because it gives us a competitive edge and builds lasting support for both the cause and the brand.”

**Rebecca Hastings**  
Founder, hugabox



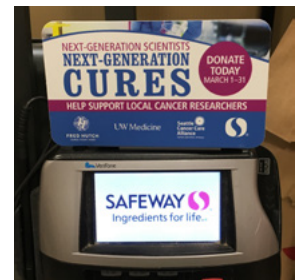
“The Rosanna brand is about family and caring for one another — and this is what drives our support of breast cancer research at Fred Hutch. The majority of our customers are women, and we want to support health issues that are important to them. The Hutch is an amazing institution, and more people need to know about it.”

**Rosanna Bowles**  
President, Rosanna Inc.



“Safeway Albertsons is proud to support Fred Hutch, because their innovation and dedication to accelerating cures has allowed thousands of cancer patients to become cancer survivors. The funding we provide is our show of gratitude on behalf of survivors and their loved ones.”

**Karl Schroeder**  
President, Seattle Division, Albertsons Companies



“Cancer has unfortunately impacted many of our lives, and Fred Hutch is doing remarkable work to help many of our friends and families in the community. It’s especially near and dear to us as the matriarch of the Smith family passed away from breast cancer 30 years ago. We started and continue to do the Drink Pink campaign in honor of her and our employees and their families who have been affected by cancer.”

**Dustin Highland**  
CEO, Smith Brothers Farms



# PARTNERSHIP BENEFITS

We're thrilled by your interest in sponsoring a cause marketing campaign for Fred Hutch and are here to help you create a package that aligns with your company's goals. We offer a range of benefits aimed at boosting your campaign's visibility and success. Don't see what you need? Tell us! We would be happy to further customize these benefits for your company.

	Level 1 <i>Campaigns Grassing</i> \$1K - \$4.99K	Level 2 <i>Campaigns Grassing</i> \$5K - \$9.99K	Level 3 <i>Campaigns Grassing</i> \$10K-\$24.99K	Level 4 <i>Campaigns Grassing</i> \$25K-\$49.99K	Level 5 <i>Campaigns Grassing</i> \$50K-\$99.99K	Level 6 <i>Campaigns Grassing</i> \$100K+
<b>Use of Fred Hutch name</b> Use of Fred Hutchinson Cancer Research Center's name as beneficiary organization, outlined in guidelines and subject to approval.						
<b>Check presentation &amp; photo opportunity*</b> Opportunity for your company to present a check to benefiting program/researcher at Fred Hutch and have photo taken.						
<b>Fred Hutch, Ways to Give</b> Opportunity for your company to be featured on the Fred Hutch "Shop to Support" webpage.						
<b>Social media toolkit</b> Fred Hutch will provide a customized toolkit with approved language, photos, and videos your company can use to promote your campaign on social media.						
<b>Lunch &amp; Learn with Fred Hutch scientist*</b> A Fred Hutch scientist will visit your office and host a presentation about their research.						
<b>Logo benefits</b> Use of Fred Hutch's logo for your campaign, in accordance with guidelines and subject to approval. Your company's logo will be added to the President's Circle corporate roster on fredhutch.org.						
<b>Thank-you video on fredhutch.org and/or social channels</b> We will post a thank-you video featuring you and our other corporate partners on our website and/or social channels.						
<b>Invitations to exclusive events</b> Invitations to tours, faculty talks, and President's Celebration, our members-only reception with Fred Hutch's President and Director.						
<b>Recognition in Puget Sound Business Journal</b> Your company and other top corporate supporters of Fred Hutch will be recognized on a full-page ad in the corporate citizenship edition.						
<b>Featured story &amp; social media post</b> We will promote your campaign via a featured story on fredhutch.org and post on our social channels.						
<b>Personalized campus tour</b> Personalized tour of our campus and visit with a scientist who specializes in your area of interest.						
<b>VIP Dinner with Hutch Award Luncheon keynote speaker</b> Invitation to dinner with luncheon keynote, former MLB player and Hall of Famer						
<b>Lunch with scientific division director</b> Invitation for you and your fellow champions to have lunch with one of our scientific division directors.						
<b>Impact report</b> Yearly personalized report updating you on the impact of your organization's support.						
<b>Media and publicity plan</b> Option to work with Fred Hutch Media Relations to create & execute a media/ publicity plan.						

\*This benefit must be specially requested.

# CAUSE MARKETING CAMPAIGN PROPOSAL

Thank you for choosing Fred Hutchinson Cancer Research Center (Fred Hutch) as the beneficiary of your cause marketing campaign. We deeply appreciate your interest in supporting our work. As a first step, please complete this proposal summary describing your campaign (attaching additional pages as necessary) and submit it to Fred Hutch at least six weeks prior to beginning any activities. We will contact you to further discuss your campaign after we have reviewed your information.

*Please note: In certain instances, there may be reasons that compel Fred Hutch to decline certain campaigns. Approval of cause marketing campaigns is within the sole discretion of Fred Hutch. All cause marketing campaigns that benefit Fred Hutch must be approved in writing by Fred Hutch prior to commencing any activities, advertising, or planning relating to the campaign that uses Fred Hutch's name or marks. Your benefit level will be determined at the completion of your cause marketing campaign once funds have been received by Fred Hutch. The associated benefits will then be provided over a 12-month period.*

## Cause Marketing Campaign Proposal Summary

Organization name

Address

City

State

Zip

Website[s]

Social media handle[s]

Name and title of primary contact

Email

Phone

**Please answer the following questions, attaching additional pages as necessary.**

Describe your campaign and how you plan to raise funds:

Provide the time frame of your campaign, including start and end dates (or indicate if campaign is ongoing):

How do you plan to promote your effort (e.g., via social media, advertising, webpage)? Please note that all promotional materials must be reviewed and approved by Fred Hutch's Philanthropy team.

Please check the sources of income for the campaign:

Percentage of proceeds

Flat contribution

Other (please describe):

Will Fred Hutch be the sole beneficiary? (Please check one.)

Yes

No

If splitting proceeds with another entity, please list the other beneficiary(ies) and percent of proceeds designated for each beneficiary:

What is the contribution you hope to raise for Fred Hutch [net of expenses]?

Have you sponsored a campaign for Fred Hutch before? If yes, please provide name and date of campaign:

Will you submit one donation for all campaign income, or will there be multiple donations? (Please check one.)

One donation

Multiple donations

What will the donations from your campaign support? (Please check one.)

General Fund [area of greatest needs]

Restricted to a specific purpose [e.g., breast cancer research, prostate cancer research, HIV/AIDS research]

*Please note: Donations may only be restricted to a specific purpose if sponsors promote the fact that donations will be directed to that purpose on all promotional materials.*

If the donations will be restricted, please describe the area of research for which the donations may be used:

The attached Cause Marketing Proposal Terms and Conditions [“Terms”] are part of this Agreement. By signing below and submitting this agreement to Fred Hutch, you agree and represent that if Fred Hutch accepts your offer to conduct the proposed campaign [a] the sponsor will be bound by the Terms; [b] the campaign will be promoted and conducted strictly in accordance with the Terms; [c] you are authorized to sign this agreement on behalf of the sponsor, and [d] all information provided by the sponsor to Fred Hutch relating to this campaign is true and correct in all material respects.

**Accepted and agreed to:**

Name of sponsor \_\_\_\_\_

Name [and title] of authorized signatory \_\_\_\_\_

Signature of authorized signatory \_\_\_\_\_ Date \_\_\_\_\_

**Please email your completed proposal to [causemarketing@fredhutch.org](mailto:causemarketing@fredhutch.org) or mail a hard copy to:**

Fred Hutchinson Cancer Research Center  
Attn: Corporate Engagement  
1100 Fairview Ave. N., Mail Stop J5-200  
Seattle, WA 98109-1024

T: 206-667-4399 | [causemarketing@fredhutch.org](mailto:causemarketing@fredhutch.org)

# CAUSE MARKETING AGREEMENT

This Cause Marketing Agreement (“Agreement”) will apply to the cause marketing promotion (“Promotion” or “Campaign”) to benefit Fred Hutchinson Cancer Research Center (“Fred Hutch”) that is described herein. In order to protect Fred Hutch’s name, marks, and reputation, this Promotion must be conducted in accordance with these terms. Only sponsors of Promotions (“Sponsors”) that agree to comply with these Terms are permitted to use Fred Hutch’s name and marks.

## 1. Promotional Activities on behalf of Fred Hutch.

1.1 This Agreement together with the Cause Marketing Proposal which is attached hereto and incorporated herein provides the basis for a Promotion to be organized by Sponsor on behalf of Fred Hutch.

1.2 The Promotion will not be a Fred Hutch promotion, but a promotion to raise funds for donation by Sponsor to Fred Hutch. Fred Hutch may only be identified as the beneficiary of the Promotion and not the sponsor of the Promotion. Promotional materials must clearly state that Fred Hutch does not endorse the use of Sponsor’s products or services. Fred Hutch cannot take a coordinating role in planning the Promotion and its officers and employees cannot assist the Sponsor in the execution or publicity of the Promotion. Fred Hutch will not provide funding for expenses of the Promotion and will not provide access to its donor database to the Sponsor for use in connection with the Promotion. Sponsor is not the agent for Fred Hutch and has no authority to enter into any contract or commitment on behalf of Fred Hutch or otherwise act on Fred Hutch’s behalf.

1.3 Sponsor donations from the Promotion may be directed to Fred Hutch’s general fund or may be directed for use for a general restricted purpose [e.g. breast cancer research]. Donations may only be restricted to a specific purpose if Sponsor states that the proceeds of the Promotion will be directed for that purpose in advance on all promotional materials [including web-based, advertising, TV/radio, public relations materials]. Donations that are not specifically directed will be given to the general fund.

1.4 Sponsor is responsible for obtaining all necessary licenses and permits relating to the Promotion and for ensuring that the Promotion is conducted in accordance with all applicable laws and regulations. Fred Hutch cannot provide legal or tax advice and Sponsor should consult Sponsor’s own legal or financial advisors for such advice.

1.5 If Sponsor creates a personal fundraising page using the Fundraise for Fred Hutch platform, Sponsor will have the ability to post content and images. Fred Hutch has the right to remove any objectionable content in its sole discretion posted to a Fundraise for Fred Hutch page. Content includes, without limitation, images, illustrations, designs, icons, photographs, trademarks, logos, text, or any other form of advertising. Sponsor agrees to make only lawful use of the Fundraise for Fred Hutch platform and will use it in compliance with all federal, state and local laws and regulations. Fred Hutch reserves the right to disable any Fundraise for Fred Hutch page at any time.

## 2. Liability and Insurance.

2.1 Fred Hutch is not financially or otherwise liable or responsible in any way for the promotion or staging of the Promotion or for any claims, damages, liabilities, injuries, losses or expenses that arise out of or relate to the Promotion. The Sponsor agrees to indemnify, defend and hold harmless Fred Hutch, its trustees, officers, employees and agents and their successors and assigns (“Indemnified Parties”) of and from all claims, damages, liabilities, injuries, losses or expenses [including, without limitation, attorneys’ fees and costs] that arise out of or relate to the Promotion or its planning or development except to the extent caused by the Indemnified Parties.



2.2 The Sponsor, at its expense, agrees to maintain liability insurance that is appropriate for the Promotion and is acceptable to Fred Hutch. The Sponsor will provide Fred Hutch with evidence of insurance upon request.

### **3. Processing and Receipting of Donations from the Promotion.**

3.1 All donations from the Promotion must be made payable to Fred Hutch and remitted to Fred Hutch within six (6) months after the Promotion ends. All donations made payable to and received by Fred Hutch will receive a written acknowledgment from Fred Hutch for tax purposes acknowledging the donation. The name and address appearing on the check received by Fred Hutch will be used for purposes of the tax acknowledgment.

3.2 If donations from the Promotion are deposited to a separate account outside Fred Hutch and subsequently donated in a single sum to Fred Hutch (e.g. one check), only the individual, organization, corporation, foundation, or other entity whose name appears on the check is eligible to receive a tax acknowledgment for the donation. Sponsor should alert promotion donors that their gift will not be acknowledged as a tax-deductible donation by Fred Hutch.

### **4. Use of Fred Hutch's Name and Marks.**

4.1 The name "Fred Hutchinson Cancer Research Center," its logos and other promotional materials or photographs relating to Fred Hutch (including any that appear on its website) are trademarked and copyrighted materials (collectively "Fred Hutch Marks"). Fred Hutch Marks cannot be displayed, copied or used in any manner without prior written consent from Fred Hutch. Approval of the Promotion and acceptance of the Agreement does not constitute consent to use the Fred Hutch Marks except as provided in Section 4.2 below. Consent to use the Fred Hutch Marks is at the discretion of Fred Hutch.

4.2 If use of Fred Hutch name is permitted under this Agreement, the name "Fred Hutchinson Cancer Research Center" must always be used in its entirety at the first mention. Sponsor has no rights to any Fred Hutch Marks or any combination or derivative of such Fred Hutch Marks, nor is Sponsor given the right to raise funds in the name of "Fred Hutchinson Cancer Research Center" for any purpose other than those stated in this Agreement or as otherwise agreed by Fred Hutch in writing. Sponsor may state that the Promotion is to support Fred Hutchinson Cancer Research Center, or that proceeds from the Promotion benefit Fred Hutchinson Cancer Research Center, but may not use any other Fred Hutch Marks unless agreed in writing by Fred Hutch.

4.3 Any material (including web-based, advertising, TV/radio, public relations materials) using Fred Hutch Marks must be submitted for approval prior to being printed or circulated. Requests to use any Fred Hutch Marks take at least 72 hours to process and may take longer depending on the circumstances.

### **5. Promotion/Campaign Benefits and Support.**

5.1 Fred Hutch currently offers the benefits and support described on Exhibit 1 for a Promotion/Campaign raising the monetary levels stated on the Exhibit. If Fred Hutch is not the sole beneficiary, the benefits described will be determined based on the gross proceeds benefiting Fred Hutch.

5.2 The benefit level must be approved by Fred Hutch in its discretion. In determining the appropriate benefit level for the Promotion/Campaign, Fred Hutch will consider any written pledge agreement for the Promotion/Campaign, the donation history for the Promotion/Campaign and any other special circumstances relating to the Promotion/Campaign. Fred Hutch will notify the Sponsor of the benefit level for the Promotion/Campaign as soon as reasonably possible after its approval of the Promotion/Campaign.

**6. Term and Termination.**

6.1 The term of this Agreement will be one year from the date this Agreement is accepted and agreed to by an authorized representative of Fred Hutch.

6.2 Either party may terminate this Agreement at any time in its sole discretion by giving the other party written notice of termination. Upon termination of this Agreement, Sponsor will immediately stop using any of the Fred Hutch Marks unless otherwise agreed in writing by Fred Hutch.

Accepted and agreed to:

**SPONSOR**

\_\_\_\_\_  
Name of sponsor

\_\_\_\_\_  
Printed name of authorized signatory

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**FRED HUTCHINSON CANCER RESEARCH CENTER**

Fred Hutchinson Cancer Research Center  
\_\_\_\_\_  
Name of beneficiary

\_\_\_\_\_  
Printed name of authorized signatory

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



## CONTACT US

We are here to help you and answer questions you have about creating an event to support Fred Hutch. Please reach out to use anytime with your ideas, questions, or concerns.

**Phone Number**

206.667.4399

**Email**

[causemarketing@fredhutch.org](mailto:causemarketing@fredhutch.org)

**Mailing Address**

Fred Hutchinson Cancer Research Center  
Attn: Corporate Engagement  
1100 Fairview Ave N., J5-200  
Seattle, WA 98109-1024



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