



Promotional Use of Navy SEAL Foundation Logo and Brand Agreement

Thank you for selecting the Navy SEAL Foundation as your charity of choice to promote through online and print materials, and/or product sales or point-of-sale. This is a great option to encourage your constituents - customers, clients, employees and colleagues to support the Foundation. We are truly honored you have selected us, and we are grateful for your efforts.

When you support the Navy SEAL Foundation, you are helping us honor our warriors and support their families. The Foundation serves a fundamental role within the Naval Special Warfare community through family services and command support, educational programs, and legacy preservation. More details about the Foundation can be found online at www.navySEALfoundation.org.

The Foundation employs a full-time staff member available to review all proposals and materials. Upon initial submission of your proposal, there may be up to a ten (10) business day return response for final decision of approval. For approved proposals, we do require you to submit to us for additional approval all electronic and print materials before final production, display, and distribution. These materials should be submitted no later than seven (7) business days before needed. Due to the number of promotions and events held each year, we will not be able to make personal media contacts nor write personalized communication pieces for your promotion. For all submissions of proposals and materials, please plan accordingly to ensure appropriate time for reviews, revisions, and approvals.

Contact Information for Proposal Submissions, Inquiries, and Material Review/Approval

Email: development@navySEALfoundation.org | Phone: 757.363.7490 ext. 204 | Fax: 757.363.7491

Mail: Navy SEAL Foundation | 1619 D Street | Virginia Beach, VA 23459

Primary Contact and Responsible Party for Promotion

Name of Organization or Individual _____

Individual Name / Title (if not individual above) _____

Address _____

City _____ State _____ Zip _____

Telephone (_____) _____ Mobile (_____) _____

E-Mail _____ Fax (_____) _____

Website _____

Promotion Details

- 1. Start Date _____ Ending Date _____
- 2. Physical Promotion Location(s) _____

- 3. Virtual Promotion Location(s) _____

- 4. Please choose the primary purpose of the Promotion:
 - Directing donations to the Foundation: **GO TO PROMOTION OPTION 1**
 - Product sales/point-of-sale to benefit the Foundation: **GO TO PROMOTION OPTION 2**

Promotion Option 1: Directing Donations to the Foundation

The Foundation has preformatted icons/banners available for inclusion on your organization’s website and electronic media. These icons can be linked directly to the Foundation’s online donation page. On a case specific scenario, a personalized and linked online donation page may be available.

If your organization will be creating its own materials for print and/or electronic media or adding information to the Foundation’s standard icons/banners, all finalized material must be approved by the Foundation prior to display and distribution.

For both methods described, you agree to all terms and conditions for usage of the Foundation’s logo and brand at the end of this agreement.

- 1. Please choose the appropriate graphic usage(s).
 - We will use a Foundation preformatted icon/banner for inclusion in our electronic media.
 - We will design promotional material(s) for approval by the Foundation.
- 2. How do you plan to use the Navy SEAL Foundation name and/or logo? Please attach a sample or draft if available.

- 3. Go to Terms and Conditions on page 4.

Promotion Option 2: Product Sales/Point-of-Sale to Benefit the Foundation

1. Describe the product or point-of-sale/percentage promotion and how it will be promoted.

2. How will funds be submitted to the Foundation?

- One Lump Sum (appropriate for promotion of three months or less)
- Bi-Weekly
- Monthly
- Quarterly

3. If a product, what is the retail cost? _____

4. What percentage or dollar amount will the Foundation receive? _____

5. For what will the retained percentage or dollar amount be used? _____

6. Based on the nature of the product or point-of-sale/percentage promotion, are any of the following required?

- Insurance
- Permits
- Liability Release

7. Will you be using the Navy SEAL Foundation logo? Yes No

8. What resources, if any, do you request of the Foundation? _____

9. Budget Information (also see Financial Summary form on page 6 of this packet for conclusion of promotion details to be provided)

- Projected Total Revenue _____
- Projected Total Expenses _____
- Minimum Donation to Navy SEAL Foundation _____

The Foundation is very protective of its brand and the community we serve. Because of this, we do request a minimum stated donation for usage of the Foundation's brand to align and promote with your organization.

10. Go to Terms and Conditions on page 4.

As reminder, all products and promotions using the Foundation's name and/or logo must be approved by the Foundation prior to final production, display, and distribution. You agree to all terms and conditions for usage of the Foundation's logo and brand by confirmation of signature at the end of this agreement.

Terms and Conditions

1. For monies collected by the Promoting Organization, the Promoting Organization agrees to provide Navy SEAL Foundation with any outstanding funds raised from the Promotion (along with a written accounting of revenues and expenses) within thirty (30) days after the Promotion ends (see Financial Summary on page 6 of this packet). Unless otherwise specified, the Foundation will not be able to acknowledge for tax purposes any monies from product sales or point-of-sale promotions. Donations collected through common portals (online, U.S. mail, etc.) at the Foundation with appropriate information will receive customary acknowledgement for tax purposes.
 - a. Online donations and checks made payable to the Navy SEAL Foundation will be provided with a tax-deductible acknowledgement letter.
 - b. If cash donations are taken (which is discouraged) and donors request an acknowledgement of their gift for tax purposes, the following legible information must be collected and reconciled with the proceeds given to the Foundation: name, address, amount given, and date given. Collection of information is the sole responsibility of Promoting Organization.
2. Navy SEAL Foundation, Inc. is the owner of certain federally registered and common law trademarks, trade names and service marks including the name Navy SEAL Foundation, as well as the crest (combined eagle head, talon and anchor) and logo (collectively, the “Marks”). If (and only if) this proposal is approved by Navy SEAL Foundation, Promoting Organization will be granted a non-exclusive license to use specified Marks in publicity documents relating to the promotion. Promoting Organization may not alter or modify the Marks in any way, nor shall it grant a sublicense to any other person. The terms of the license granted hereunder shall be from the date Navy SEAL Foundation approves the Agreement until the conclusion of the promotion; provided, however, that Navy SEAL Foundation has the right to terminate the license if it determines, in its sole discretion that the quality of the Promotion is or will be injurious to Navy SEAL Foundation or the Marks.
3. Any use of the Marks is subject to the prior written approval of Navy SEAL Foundation. Accordingly, Promoting Organization agrees to submit to Navy SEAL Foundation for approval – prior to distribution, broadcast or publication thereof – all electronic and printed material, publicity releases and advertising relating to the Promotion which mentions Navy SEAL Foundation or contains any graphic elements associated with the Foundation.
 - a. The full name of the Foundation is the ‘Navy SEAL Foundation’ and the Foundation should be identified by its full name in first reference in all materials pertaining to the promotion. The term ‘Foundation’ (capitalized) may be used sparingly after the first reference. Do not use any other interpretation or variance of the Foundation name.
 - b. Promotion of and language that indicates active-duty personnel will be present or have involvement at or with the promotion is not permitted.
 - c. Usage of the likeness or branding owned by the U.S. Navy, including the SEAL Trident and other emblems, is prohibited in tandem with promotions for the Navy SEAL Foundation.
 - d. Creation of websites, social media pages, new entities, or the like with any combination of the words ‘Navy SEAL Foundation’ is not permitted.
4. In accordance with the standards adopted by the Better Business Bureau, all collateral materials relating to the Promotion must specify: (a) that Navy SEAL Foundation is the benefiting organization; (b) that written information about Navy SEAL Foundation is available by calling 757.363.7490 or by visiting its www.navysealfoundation.org and (c) the actual or anticipated portion of the sales or donation that will benefit Navy SEAL Foundation.

5. In order to avoid inadvertently jeopardizing existing relationships between Navy SEAL Foundation, Promoting Organization agrees to notify Navy SEAL Foundation before soliciting corporations, businesses, celebrities, sports teams or individuals for cash or in-kind donations relating to the Promotion.
6. Per Navy SEAL Foundation Donor Privacy Policy, the Foundation does not provide its donor mailing lists to third-party entities. Full details can be found at <http://www.navysealfoundation.org/financials-and-accountability>.
7. Promoting Organization represents to Navy SEAL Foundation that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Promotion; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Promotion; (c) the Promotion will result in no cost or expense to Navy SEAL Foundation whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify, defend, and hold Navy SEAL Foundation harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Promotion.
8. Promoting Organization, or any of its employees or representatives, may not act as an employee, agent, partner, servant or representative of Navy SEAL Foundation and will have no authority to commit Navy SEAL Foundation to any obligation or undertaking, unless expressly agreed in writing to the contrary.
9. Participants in your Promotion whose names and addresses are disclosed to Navy SEAL Foundation in connection with or arising out of such Promotion, will be advised that they will be added to Navy SEAL Foundation's permanent mailing and emailing lists.
10. Navy SEAL Foundation requires that any special requests of the Foundation be made at least 72 hours (3 business days) prior to the date of your promotion.

Please let us know if you have any questions or if we can provide you with any further information about the Navy SEAL Foundation. Otherwise, if the terms and conditions set forth herein meet with your approval, please indicate your acceptance by signing in the space provided below and returning a fully-executed copy to us. **Please note, this Proposal and License Agreement is not valid and will not be approved unless signed below.**

PROPOSED BY:

APPROVED BY:

Signature

Signature

Printed Name

Printed Name

Title

Title

Organization Name

Navy SEAL Foundation, Inc.

Date

Date



Promoting Organization Financial Summary

For organizations collecting monies from product sales or point-of-sale promotions, please complete within thirty (30) days of the close of your promotion and forward as indicated below.

Promotion Name

Promoting Organization Contact

Inclusive Dates of Promotion

\$ _____
Total Revenue

\$ _____
Total Expenses

\$ _____
Net Income (proceeds)

Please mail the proceeds from your promotion along with this form and any other support documentation for proper donor acknowledgement within thirty (30) days following the close of the promotion to:

Navy SEAL Foundation
Attn: Accounting
1619 D Street
Virginia Beach, VA 23459

Please make checks payable to 'Navy SEAL Foundation'

www.navySEALfoundation.org

Phone: (757) 363-7490 ext. 204