



**CANCER+**  
**CAREERS**

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**BE THE**  
**BOSS**  
OVER CANCER

2017

**PARTNERSHIP**  
**OPPORTUNITIES**

# Cause Marketing Promotion

## PARTNERSHIP WITH PERKS

Easy and efficient way to support cancer survivors, and the beauty industry's signature charity, while receiving cross-promotional benefits

- Raise awareness of CAC's vital services to your customers and provide them with the opportunity to be proud of their purchase
- Year-round visibility to leaders in the beauty industry and consumers across the nation



## DID YOU KNOW?\*

**91%** of global consumers expect companies to do more than just make a profit

**90%** said they will switch brands to one associated with a good cause

\*2015 Cone CSR Study

# Cause Marketing Promotion

## WAYS TO STRUCTURE A PARTNERSHIP

### HOW:

- Donations can be a percentage of sales, fixed amount per unit sold, or entirety of proceeds
- Highlight an existing product, or create a new collection that will be associated with Cancer and Careers
- Social media campaign where a dollar amount is donated for each engagement (post, share, like, re-tweet)

### WHEN:

- Promotion can be structured around an awareness campaign (i.e. Breast Cancer Awareness Month) or can run for a given period of time (i.e. January 1 - June 30)
- Partnership can also be extended to a year-long promotion to maximize national awareness and visibility for your brand

# Cause Marketing Promotion

## PARTNERSHIP BENEFITS

AT MINIMUM CONTRIBUTION OF \$1,000

- Prominent logo recognition featured on CAC website year-round
- Prominent logo recognition in annual e-blast to CAC contacts and CEW, Inc. database of 29,000+ beauty industry professionals
- Prominent recognition and cross-promotion with CAC's Facebook and Twitter followers (31,000+ and growing daily)
- Promotion and partnership highlighted in a dedicated CAC blog post
- Right to use CAC logo to promote partnership
- Potential inclusion in media outreach by CAC promoting cause marketing partnerships

## ADDITIONAL BENEFITS

AT MINIMUM CONTRIBUTION OF \$2,500

- Recognition at the CEW Beauty of Giving Luncheon reaching 600+ industry leaders:
  - Verbal recognition
  - Printed program
  - A/V presentation

# 2016 PARTNERSHIP EXAMPLES



Flexjobs continues to offer its discount on membership fees.

Use code **CANCER** when registering to receive 50% off.

[www.FlexJobs.com](http://www.FlexJobs.com)

*Robert Graham*

Purchase a Breast Cancer Awareness T-shirt online or in-store, and 10% of net proceeds will support CAC! You can also shop all merchandise in full-price retail stores on October 15 from 2-6 PM to donate 10% to the cause.

[www.robertgraham.us](http://www.robertgraham.us)



*“QVC® & CEW Present Beauty with Benefits”*

is an annual beauty broadcast that offers great brands for a greater cause. 80% of the purchase price of the donated merchandise benefits CAC--30+ must-have products, featured on-air and online. This landmark event (and partnership) has raised more than \$4.5M to date!

[www.qvc.com/beautywithbenefits](http://www.qvc.com/beautywithbenefits)

JUARA

10% of all sales from its online boutique will support CAC's free services. Pamper your skin today to give back!

[www.juaraskincare.com](http://www.juaraskincare.com)



For every social media click on their September brow video post, LGNY donated \$1 to CAC. This easy way to support made a BIG impact, surpassing the goal in just 4 days with a \$24,000 contribution! [Click here](#) to learn more.

[www.laurageller.com](http://www.laurageller.com)



Get your lipstick on!

Shiseido will donate \$5 to CAC for every purchase of *Rouge Rouge* in the colors Murrey, Burning Up and Crime of Passion.

[www.shiseido.com](http://www.shiseido.com)

allure

It is our *great* fortune to be the charity beneficiary of Allure's August Beauty Thrills Box again this year! \$5 from each box purchased will support survivors' success in the workplace.

Don't miss these coveted, curated collections

[www.allure.com](http://www.allure.com)



BE THE BOSS OVER CANCER | [www.cancerandcareers.org](http://www.cancerandcareers.org)

# Contact Us

For more information about these partnership opportunities and other ways to get involved.

Thank you!

**ROSS WEINER**

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