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
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

<table>
<thead>
<tr>
<th>PARTNERSHIP BENEFITS</th>
<th>ADDITIONAL BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT MINIMUM CONTRIBUTION OF $1,000</td>
<td>AT MINIMUM CONTRIBUTION OF $2,500</td>
</tr>
</tbody>
</table>

- 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

- Recognition at the CEW Beauty of Giving Luncheon reaching 600+ industry leaders:
  - Verbal recognition
  - Printed program
  - A/V presentation
2016 PARTNERSHIP EXAMPLES

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

“QVC® & CEW Present Beauty with Benefits” is an annual beauty broadcast that offers great brands for a greater cause. $5 from each product sold 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

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

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

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

www.juaraskincare.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

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
Contact Us

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

Thank you!

ROSS WEINER
Development Coordinator
CEW Foundation/Cancer and Careers
159 West 25th Street, 8th Floor, New York, NY 10001
rweiner@cew.org
646-929-8021