

# UCLA Health Sciences Development COMMERCIAL CO-VENTURE GUIDELINES

Thank you for your interest in supporting UCLA Health Sciences. The university appreciates the efforts of those in the community who wish to organize commercial co-venture promotions to support UCLA's mission. In order to ensure that all proposed promotions are authorized, please complete and return the attached approval form for the university's review and authorization to conduct any promotion to the general public. The form should be submitted a minimum of 60 days prior to the date of the promotion.

## General Guidelines

- UCLA partners with corporations that complement the university's mission, vision, and values. The university reserves the right, at its sole discretion, to deny applications for promotions that do not project a positive image of UCLA and to prohibit sponsorship by companies that conflict with the university's values.
- UCLA assumes no responsibility for promotion of the event or effort. UCLA does not enter into promotional agreements contingent upon the solicitation of UCLA donors, students, vendors, partners, or employees.
- Although UCLA is a beneficiary of proceeds accrued through the cause-related marketing promotion, the university cannot sell or distribute products for its partners. UCLA's nonprofit status prohibits the university from advertising for its partners or promoting products or services. Participation by UCLA may trigger unrelated business income tax. UCLA does not endorse (directly or by implication) any products or services.
- All uses of UCLA name or logo on printed materials must be approved in advance of production. Please be advised that any sponsors wishing to use the UCLA logo on a specific product must become licensees of the university through the Associated Students of UCLA (ASUCLA). Fees and an application period will apply. Interested parties should visit <http://legacy.asucla.ucla.edu/licensing/about.asp> for more information.
- UCLA is unable to secure celebrities for promotional purposes.
- Generally, UCLA asks that a company be established for at least one year before seeking a marketing partnership or corporate co-venture.
- UCLA operates under the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability, as well as under applicable state commercial co-venture laws. These regulations require full disclosure



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to the consumer regarding the benefit to the charitable organization when donations are raised through a consumer purchase, action, or promotion, which must appear on all packaging, advertising, and promotional materials in clear and unambiguous terms. For more information about the BBB standards, including standard 19, which applies to cause-related marketing promotion disclosure, please visit [www.bbb.org/us/charity-standards](http://www.bbb.org/us/charity-standards).

- Please be aware that any promotion that incentivizes sales or a consumer action may trigger commercial co-venture state statutes and the company may be required to register as a commercial co-venture. UCLA cannot give legal advice to organizations seeking to partner with it. The university advises companies to seek legal counsel to ensure their compliance with these registration requirements and any other applicable laws. Additional laws will apply to promotions that take place in states other than California.

