



INTRODUCTION

The Bowery Mission has firm guidelines in place protecting our brand, logo, intellectual property and business relationships. We appreciate the full cooperation of our supporters to help enforce these guidelines. Violating these guidelines can and will result in serious fines and legal action.

THE BOWERY MISSION NAME AND TRADEMARK

Without the express written authorization from Laurie-Anne Bentley, Chief Development Officer, "THE BOWERY MISSION" name and trademark may be used only to identify where donated funds are designated, and may not be used to promote any product or service. Furthermore, **THE BOWERY MISSION** name and trademark may not be placed on any products or product packaging without the express written authorization of the organization. If authorization is provided, **THE BOWERY MISSION** name and trademark should not be displayed or placed in greater prominence than the company or product benefiting The Bowery Mission on any promotional materials or websites.

USE OF THE BOWERY MISSION LOGO

Use of any "THE BOWERY MISSION" logo or Design Mark is strictly prohibited outside of official Corporate Partnerships without express written authorization. When used online, **THE BOWERY MISSION** logo must directly click through to the homepage of www.bowery.org or the URL of the fundraising campaign. If you would like to request permission to use **THE BOWERY MISSION** logo, please contact The Bowery Mission at marketing@bowery.org.

USE OF THE BOWERY MISSION IMAGES

Without the express written authorization from Laurie-Anne Bentley, Chief Development Officer, use of images, videos and other photos that appear on The Bowery Mission website or public materials are strictly prohibited.

DONATING A PERCENTAGE OF SALES

If your company wishes to donate a portion of your proceeds to The Bowery Mission, companies and individuals must clearly state the percentage, whether net or gross, or the exact amount of the purchase (dollars and cents) that will be donated. For example, you may say, "XX% of the net proceeds from this sale will benefit The Bowery Mission." The use of **THE BOWERY MISSION** name, trademark, logo cannot not be used or displayed in such a manner as to suggest any endorsement, approval, sponsorship, partnership, affiliation or recommendation of such product or service by The Bowery Mission or its partners.

CORPORATE PARTNERS

The Bowery Mission enters into official partnerships with organizations that have an established brand and a strong commitment to its mission. A Corporate Partnership with The Bowery Mission requires an agreed financial contribution and long-term commitment. To honor its official partners, The Bowery Mission asks that all other companies and individuals please refrain from using any language containing the words "partner," "partnership," or "sponsor" when referring to their support of The Bowery Mission.

SPONSORSHIP OR ENDORSEMENT OF CAMPAIGNS

The Bowery Mission exercises complete discretion when choosing to promote individuals, campaigns or companies through any of our social media platforms and is not able to accommodate individual requests for promotion.

APPROPRIATED USE

The Bowery Mission cannot appear on any websites including advertising for tobacco or alcohol, and political, pornographic, violent, intolerant, tasteless, denigrating or sexually oriented content. The Bowery Mission reserves the right to refuse the use of **THE BOWERY MISSION** name, trademark or logo at any time.