

# CHARITABLE SALES PROMOTIONS AND COMMERCIAL CO-VENTURES (CCV)



## MINIMIZING RISK AND MAXIMIZING PROFITABILITY

Faegre Baker Daniels' dedicated team of attorneys assists for-profit companies interested in partnering with nonprofit organizations for charitable sales promotions. While seemingly simple, charitable sales promotions are closely regulated and require registration in many states.

### ACTIVITIES THAT MAY CONSTITUTE A REGULATED CHARITABLE SALES PROMOTION:

- ▷ Donating a percent of sales on a designated day to charity
- ▷ Donating a designated amount from each product sale to charity
- ▷ Allowing community groups to sell your product and receive a portion of the sales price
- ▷ Providing customers with a coupon in exchange for making a charitable donation
- ▷ Allowing customers to pay an extra \$1 with their purchase to benefit a named charity



### ASSISTING YOU FROM DAY ONE UNTIL THE PROMOTION IS DONE.

*We offer a comprehensive suite of CCV services.*

- ▷ Trainings for in-house lawyers, legal staff and marketing teams on what constitutes a regulated charitable sales promotion and the associated reporting requirements
- ▷ Evaluation of charitable partners
- ▷ Drafting and reviewing CCV agreements with charitable organizations
- ▷ Drafting and reviewing state-specific disclosures
- ▷ Preparing state-level filings associated with the CCV
- ▷ Compliance of marketing materials associated with the promotion
- ▷ Risk management
- ▷ Managing state filing requirements and deadlines

**FAEGRE BAKER  
DANIELS**

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## WE MAKE IT OUR BUSINESS TO KNOW YOUR BUSINESS.

We partner with clients in a variety of industries, including:

- ▷ Food service
- ▷ Fitness
- ▷ Retail
- ▷ Food production
- ▷ Energy
- ▷ Manufacturing

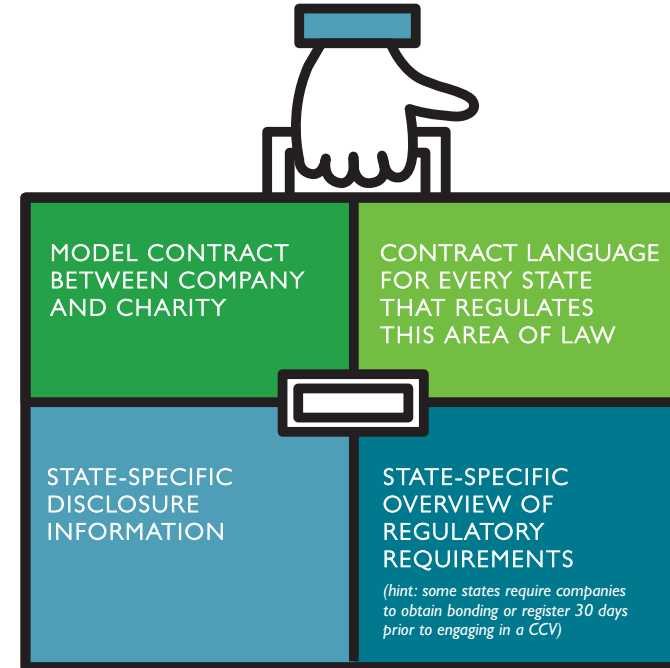
## DON'T WORRY, WE'VE DONE THIS BEFORE.

Our representative CCV experience:

- ▷ Analyze the legal issues associated with a CCV involving a donation of \$.10 for each beverage sold by a food service company
- ▷ Prepare the initial CCV registrations and annual notifications on behalf of a food service company
- ▷ Analyze the legal issues associated with a company's donation of \$1 for each share of a specific social media post
- ▷ Advise energy company on charitable sales promotion involving a \$25 charitable donation for each home energy audit scheduled and completed
- ▷ Review CCV issues associated with sale of company's product as a fundraiser by youth organizations
- ▷ Provided training for in-house legal staff on the regulatory and oversight requirements associated with CCVs

## YOU'LL WANT THIS TO PREPARE FOR YOUR NEXT CHARITABLE PROMOTION!

Our in-house training includes the exclusive **FaegreBD CCV Resource Kit.** ▷



### CONTACT US



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