



American Red Cross
Alabama and Mississippi Region

[] Yes! Please include our restaurant in Dining for Disaster event.

Name of Restaurant: _____

Contact Person: _____

Address (If multiple locations, list home office):

Phone: _____

Email: _____

Thank you for your support of the American Red Cross! We are happy to work with organizations such as yours to further our mission. Outlined in this document are the requirements we ask organizations to comply with when we grant the right to use our brand. Compliance with these guidelines enables us to uphold the promise of our mission delivery down the street, across the country and around the world.

Company or Name: American Red Cross of Southwest Mississippi
Describe Event/Promotion/Initiative: Dining for Disaster Relief
Active Date(s): April 20, 2023
Percent of Sale or \$ amount to be donated (10% minimum requested) _____
Campaign Designation: Disaster Relief

Donation payments: Donations are to be paid to the Red Cross within 10 days of the conclusion of the program, event, or initiative. Checks are to be made payable to “American Red Cross of Southwest Mississippi” and mailed to the Red Cross address listed on this letterhead.

Use of the Red Cross name: This agreement grants (insert name of restaurant) _____ a limited and non-exclusive license to use only the Red Cross name and Red Cross produced marketing materials (these will be provided) , but it does not grant the right to produce any new materials using any Red Cross trademarks or logos, in connection with the event/initiative. Products (or their packaging or labeling) may not include any Red Cross name or logo.

Language for use in promotional materials: All program materials associated with your charitable event/promotion/initiative must accurately describe the terms of the organization’s relationship in a manner that is transparent and not misleading to the consumer. Proper disclosure of charitable relationships helps the American Red Cross to comply with requirements imposed by law or regulation under charitable solicitation laws. All of our cause marketing partners must adhere to [Better Business Bureau requirements](#).

Please include the following terms within your promotional materials:

- _____ will donate at least **10%** from the **Dine for Disaster 2023**
- *This donation will support Disaster Relief*
- *The American Red Cross name, Emblems and copyrighted materials are used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position. The American Red Cross logo is a registered trademark owned by the American Red Cross. For more information about the American Red Cross, please visit redcross.org.*

BOTH PARTIES AGREE THAT BY ENTERING THEIR ELECTRONIC SIGNATURE IN THE FORMAT SHOWN BELOW THAT THIS SHALL BE A BINDING LEGAL DOCUMENT. REQUIRED SIGNATURE FORMAT: **/Jane Doe/**

Agreed to by Company Representative : _____

Date: _____

Agreed to by: Tamica Smith-Jeuitt, Executive Director
American Red Cross, Southwest Mississippi Chapter

Please return signed form via U.S. Mail or email to:

American Red Cross
Attn: Tamica Smith-Jeuitt
9 River Bend Place
Flowood, MS 39232
Tamica.jeuitt@redcross.org