**Co-Branding Policy and Procedure**

One of our greatest strengths as an organization is in our partnerships and relationships with highly reputable organizations. Through co-branding, NAF can reach new audiences, generate brand loyalty, and build our reputation through association with strong, like-minded brands.

Co-branding is a strategic agreement between two or more brands to work together to achieve a desired goal. Co-branding encompasses a wide range of marketing activities including partnerships, promotions, and sponsorships.

**When to Co-Brand?**

Co-branding comes into play through various types of relationships:

* Funders/sponsorships
* Corporate engagement projects
* Peer organizations
* Content partners
* Higher education partners
* Technical partners
* NAFTrack partners
* MOUs with like-minded organizations

By defining the purpose of each of these relationships, we can determine when and where to co-brand. What follows is a general guideline for each relationship, however, this is not set in stone. Please consult the Marketing and Communications department at the start of any relationship to determine the appropriate co-branding process.

**Funders/sponsorships:** Funder relationships are defined by a grant agreement between NAF and the funder. Brand prominence will depend on the project. Some general guidelines include:

* When a funder is sponsoring a NAF event, NAF will be given brand prominence
* When a funder is hosting an event to benefit NAF, the funder will be given brand prominence
* If a funder is providing an opportunity to NAF academies, either the funder will be given prominence or equal prominence will be given.

In funder relationships, co-branding may appear in press materials, mass emails, and in marketing materials such as signage. Funder logos will also appear on NAF’s website. Funders may also wish to co-brand additional marketing materials. This could have budgetary implications. It should be made clear who is funding the cost of production of materials before any materials are developed.

**Corporate engagement projects**: Corporate engagement partners are defined by a MOU outlining the partnership objectives. Most corporate engagement projects will give equal prominence to NAF and the corporate engagement partner. Co-branding may appear in press materials, mass emails, flyers, and in marketing materials such as signage. It should be made clear who is funding the cost of production of materials before any materials are developed. Corporate engagement partner logos will also appear on the NAF website.

**Peer organizations:** Most peer organization related projects will give NAF brand prominence, unless the project is a peer project in which NAF is the beneficiary. If both NAF and the peer are supporters of the same project, they will be given equal prominence. Co-branding may appear in press materials, mass emails, flyers, and in marketing materials such as signage. Peer organization logos will appear on the NAF website.

**Content partners:** NAF partners with several organizations that provide content expertise to NAF programming. This includes curriculum and career partners. In most scenarios, NAF will take prominence as this is NAF programming, however there may be instances when items will receive equal prominence or, if a partner is providing an opportunity to NAF academies, that partner may receive prominence. Co-branding may appear in press materials, mass emails, flyers, and in marketing materials such as signage. Content partners’ logos will appear on the NAF website.

**Higher education partners:** NAF occasionally partners with higher education institutions. Depending on the partnership, NAF and the partner may receive equal brand prominence. If the project is an opportunity offered to NAF academies, the higher education partner will receive brand prominence. Co-branding may appear in press materials, mass emails, flyers, and in marketing materials such as signage. It should be made clear who is funding the cost of production of materials before any materials are developed.

**Technical partners**: NAF works with several organizations to implement its programs. In most scenarios, NAF will take prominence as this is NAF programming. Co-branding may appear in press materials, mass emails, flyers, and in marketing materials such as signage. It should be made clear who is funding the cost of production of materials before any materials are developed.

**NAFTrack partners**: Companies that have endorsed NAFTrack Certified Hiring are recognized in most NAFTrack marketing materials. In most scenarios, NAF will take prominence as this is NAF programming. Co-branding may appear in press materials, mass emails, flyers, and in marketing materials such as signage. It should be made clear who is funding the cost of production of materials before any materials are developed. NAFTrack partner logos are included on NAF’s website.

**MOUs with like-minded organizations**: NAF develops MOUs with like-minded organizations where there is a mutual benefit to tapping into each other’s resources. MOUs should exclusively outline available co-branding opportunities which would include mass email marketing and social media cross promotion.

In any partnership, the NAF marketing and communications department should be brought into the discussion to ensure execution of an effective co-branding policy that fits the relationship and is beneficial to the NAF mission and brand. The relationship manager is responsible for ensuring the department’s involvement and needs approval from the department on any and all MOUs, contracts and agreements that include a marketing and communications component. Ideally, a representative from the partner organization’s communications department would be put directly in touch someone from the NAF marketing and communications department to ensure consistent and fair effort in promoting the relationship.