



NATIONAL
PEDIATRIC CANCER
FOUNDATION
RISE UP FOR A FASTER CURE



MEMORANDUM OF UNDERSTANDING – *Rising Hope Partner Brewery*

National Pediatric Cancer Foundation and Rising Hope Partner Brewery

This **MEMORANDUM OF UNDERSTANDING** (MOU) is entered by and between the National Pediatric Cancer Foundation (hereinafter referred to as “NPCF”) and (Rising Hope Partner Brewery, State and name will be listed through online sign up form.

I. PURPOSE.

The purpose of this MOU is to develop and expand a general framework of cooperation between the NPCF and Rising Hope Partner Brewery, as we look to establish a cooperative working relationship through the creation of this MOU and have a successful release of Rising Hope IPA!

II. RESPONSIBILITIES.

A. The NPCF will:

1. Provide the design and content (in conjunction with Brewery) for both email and print promotional items.
2. Promote the partnership via NPCF Social Media channels and via press release to various media outlets.
3. Create Press Release for Brewery (attached with Rising Hope Partner Packet)
4. Partner Brewery on Brewing Funds the Cure Website Map.
5. Send Rising Hope promotional kit to Brewery (details highlighted in Partner letter)
6. Offer employee’s educational material about NPCF and Brewing Funds the Cure.
7. Provide ongoing support and advice regarding events, marketing, and all other aspects of the partnership.

B. Rising Hope Partner Brewery will:

1. Promote and administer marketing efforts in conjunction with NPCF to promote Rising Hope Release
2. Connect via IG to @brewingfundsthecure and promote partnership through social media channels. Post to social media and/or email platforms in advance of and throughout the campaign. Content can be provided by NPCF.
3. Promote via sending Press Release (Created by NPCF – In the partner packet) to your media contacts
4. Brewery to release Rising Hope in first 2 weeks of September

III. MODIFICATION, AND OTHER CONDITIONS.



A. **USE OF NPCF and/or** Rising Hope Partner Brewery **TRADEMARKS/LOGOS:** Both parties may from time to time grant each other the right to use trademarks, trade names, service marks, or logos via prior use review and written approval for each use. This agreement is not an “exclusive branding guarantee” by NPCF – meaning, NPCF may incorporate other brands as part of its cause marketing platform.

PAYMENT: Rising Hope Partner Brewery agrees to donate *100% of Net Proceeds** from sales of Rising Hope (and/or other related fundraising events/activities) directly through the Brewing Funds the Cure donation page (<https://nationalpcf.org/programs/brewing-funds-the-cure/donate/>) or check by mail to the address below:

**National Pediatric Cancer Foundation
Attn: Brewing Funds the Cure
5550 West Executive Drive, Suite 200
Tampa, FL 33609**

B. This MOU in no way restricts the parties from participating with other public or private agencies, organizations and individuals. Both parties recognize the importance of continuing cooperation and participation with nongovernmental organizations, corporations and institutions in programs of mutual interest.

IV. Approval Signatures.

IN WITNESS WHEREOF, the parties have executed this Memorandum of Understanding as of the last written date (**conformation through Virtual Form**)

Rising Hope Partner Brewery

Date: _____

David Frazer
Chief Executive Officer
National Pediatric Cancer Foundation

Date: _____