



**MARINE  
MEGAFUNA  
FOUNDATION**

## **Marine Megafauna Foundation: Commercial Supporter Guidelines**

**Thank you for your interest in supporting the Marine Megafauna Foundation! We're truly grateful for every brand that wants to join us in our mission to protect marine life. To ensure the integrity and trustworthiness of our Commercial Supporter page, we have set up some guidelines, below.**

You will see we maintain a minimum donation threshold of \$1,000 for brands to be listed on our Commercial Supporter page. While working towards this donation goal, you're welcome to contribute through [our donation page](#), where you can leave a public comment on the donor wall with your business name and website. Many of our supporters have chosen this path, and you can find examples on the donation page. We're excited to have you as part of our community and look forward to building a strong partnership together!

### **MMF's Commercial Supporter Guidelines:**

1. **Alignment with MMF Values:** We welcome brands that align with the Marine Megafauna Foundation mission and values, advocating for environmental responsibility, ethical practices, and marine conservation.
2. **Minimum Donation Threshold:** To be listed as a Commercial Supporter, brands must contribute a minimum of USD\$1,000, demonstrating their commitment and genuine support for our cause.
3. **Annual Updates and Minimum Donations:** To maintain a current and accurate listing, we ask our Commercial Supporters to provide updates on their contributions and sustainability initiatives on an annual basis (Q1). Additionally, a minimum annual donation of \$1,000 is required to appear on the Commercial Supporter page.
4. **No Greenwashing:** We expect our supporters to be honest and authentic in their environmental claims, avoiding misleading or exaggerated statements about their sustainability efforts.
5. **Ongoing Engagement:** We encourage our Commercial Supporters to maintain an active partnership with MMF, participating in events, campaigns, and initiatives that further our mission.

6. **Promotion of Sustainable Products and Services:** Our Commercial Supporters should prioritize offering sustainable products and services, minimizing their environmental footprint and contributing to the global conservation effort.
7. **Employee Engagement:** We encourage brands listed on our Commercial Supporter Page to involve their employees in MMF-related initiatives and foster a corporate culture that values sustainability and environmental responsibility.
8. **Positive Brand Representation:** Brands listed on our Commercial Supporter Page are expected to represent MMF and its mission in a positive and respectful manner, both online and offline.
9. **Public Commitment:** Brands listed on our Commercial Supporter Page should publicly commit to supporting MMF's mission and conservation goals, promoting awareness and inspiring others to join the cause.
10. **Compliance with Laws and Regulations:** Our Commercial Supporters must comply with all applicable laws and regulations, including environmental, labor, and human rights standards.
11. **Non-Exclusivity:** Listing on our Commercial Supporter Page does not imply exclusivity, and MMF reserves the right to partner with other brands in similar industries or sectors.
12. **Right to Remove:** MMF reserves the right to remove any brand from the Commercial Supporter Page if it is found to be in violation of these guidelines or if the partnership is no longer in the best interest of MMF's mission.

Please contact us via the Commercial Partner page on our website to express your interest.