

# Brand Alliance Check –

Name of the brand alliance (partner) / Working title of the brand alliance request

## Preamble – definition of scope

This brand alliance check secures the strategic business purpose and value of a planned alliance with a partner and ensures the consistent visualization of the alliance between the partner and BASF. It helps to fix the geographical scope and duration of the alliance.

Please discuss this document with your Brand Champion.

In general: A logo use agreement via Global IP - Legal is ALWAYS obligatory if the BASF logo or the individual brand logo from BASF is shown/used by an external partner.

Prerequisites – please mark the option that applies for you and comment:

Is there a business advantage for BASF and which business goal do you want to reach?

- Yes       No

Comment:

Is the alliance partner relevant to BASF?

- Yes       No

Comment:

Does the partner go along with the BASF values (creative, open, responsible, entrepreneurial)?

- Yes       No

Comment:

Reputation: Does the performance of the partner/partner product fit with our aspiration (sustainable solutions, innovation, customer focus)?

- Yes       No

Comment:

**1. Description of alliance:****2. Who is part of the brand alliance?**

BASF umbrella brand or individual brand :

Alliance partner corporate brand or individual brand:

Business contact of partner

Address:

ZIP code:

City:

Country:

**3. Duration:** Single event > 2 years <2 years

Others - Specify

**4. Geographical scope:**

Please check if brands are protected in the respective countries.

 Local (single event, city) Country

If more than one country, please provide a complete geographical scope here:

## 5. Risks:

(description of risks, probability, impact and measures) – please add or delete if needed

Risk (pre-defined for corporate brand and individual)	Probability (low-medium-high)	Impact (low-medium-high)	Measures to deal with or minimize risks
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## 6. Brand touchpoints:

Press release

Brochure

Event/booth; digital fair

Social Media

App

Packaging

Product branding

Website(s)

Poster

Construction site

Presentation

Vehicles (car/truck/container)

Others

## 7. Short alliance statement:

- “[Name] by BASF”
- “Made with [name] by BASF”
- “Sponsored by BASF”
- “In cooperation with BASF”
- “Made with [name plus description of performance] by BASF”
- “Made with [name] - a brand of BASF”
- Others

Other/large (extended) alliance statement text:

## 8. Layout (draft)

e.g. how does the alliance look on a website or packaging (referring to touch points). The final visualization has to be part of the final contract to be signed by the alliance partner.


**9. Signatures:** *(by role not by signature guidelines)*

**Alliance approved by:**

Requesting Business/Ind. Brand Manager

Brand Champion

Brand Consultant (GBH/IB)

Signature:

Signature:

Signature:

**Eventually informed by GBH/IB:**

COM/ST

Name:

**Next step:** Please send the final filled in document and the layout drafts to your Brand Champion.