

Corporate Sponsorship Program Guidelines

Clear and well-defined Corporate Sponsorship Program Guidelines are essential to ensure transparency and alignment among the association's staff, board members, and corporate sponsors. These guidelines serve as a framework to enhance mutual understanding, uphold the association's values, and strengthen relationships with sponsors.

Components of Corporate Sponsorship Program Guidelines

- **Introduction:** A statement explaining that the guidelines were developed to benefit both the association and its sponsors by fostering transparency, accountability, and strong sponsor relationships.
- **Board Approval:** Confirmation that the guidelines have been reviewed and approved by the association's board of directors.
- **Mission Alignment:** Sponsorships must align with and support the association's mission.
- **Value Proposition:** Sponsorships should provide meaningful value to the association and/or its members.
- **Compliance:** Sponsorships must adhere to all applicable laws and regulations.
- **Independence and Endorsement:** Sponsorship does not imply the association's endorsement, certification, or evaluation of the sponsor's products or services.
- **Approval of Sponsor Materials:** Any sponsor materials referencing the association or using its logo require prior approval from the association.
- **Conflict of Interest:** Measures must be in place to avoid conflicts of interest.
- **Transparency and Disclosure:** Sponsorship relationships will be disclosed on the association's website and other communications.
- **Right to Decline or Discontinue Sponsorships:** The association reserves the right to decline or terminate sponsorship agreements with any organization that does not comply with the guidelines.
- **Formal Agreement:** Each sponsorship must include a written agreement outlining terms, conditions, and a reference to these guidelines.

Legal Disclaimer: Nothing in these guidelines should be considered legal advice or relied upon as such. Associations should consult legal counsel, as needed.

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