**NLN Affiliated Constituent League**

**Policy and Procedure**

Sample Template

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| policy number | **9.4** |
| policy name | Sponsorships & Endorsements |
| **date of origin** | (Date) |
| purpose | * This sample provides general guidelines for choosing a sponsor. |
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| 1. **policy** | **Definition**  A sponsorship is a mutually beneficial exchange whereby the sponsor receives value in return for cash or goods or services-in-kind provided to the organization. The relationship requires a formal written agreement or confirmation setting out the terms of the sponsorship, including any recognition to be provided to the sponsor, and must be signed by an authorized member of the sponsor and by XYZ’s chief executive or designee.  Tax receipts are not issued to sponsors. Sponsorships are usually considered business expenses and not charitable donations. They are typically funded from corporate marketing budgets. Sponsorships must comply with the organization’s policy on conflict of interest. The organization reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.  Sponsorships do not imply endorsement of products or services by the organization. A sponsorship does not automatically imply any exclusive arrangement with the organization. XYZ’s chief executive, in concert with the marketing and communications division, is responsible for determining whether a sponsorship will be solicited and/or accepted based on an assessment of the best interests of the organization and the wishes of its members. XYZ’s chief executive may refuse any sponsorship deemed at variance with the organization’s mission, goals, policies, and best interests.  It is important that any sponsorship arrangement involving XYZ should   * Be unambiguous and clearly understood by all parties. * Avoid any real or perceived conflict of interest. * Avoid real or implied endorsement of a commercial product. * Avoid partnerships with inappropriate individuals and organizations. * Receive appropriate approval (see below). * Be fully accountable to XYZ’s board.   **General Principles Governing Sponsorship**   * There must not be preferential treatment as a result of sponsorship, for example an expectation that a company will get favored treatment by XYZ over a competitor. * Where appropriate, sponsorship should be arranged after publicly calling for expressions of interest to ensure there is no disadvantage to any individual or business. * Individual staff should not receive any substantial benefit from association with sponsors. Any commissions, substantial gifts, or other financial benefits should be brought to the attention of a supervisor. * XYZ must retain control over any sponsored program and sponsors should not have any input into operational matters relating to a project they have sponsored.     **Who Can Be a Sponsor?**   * Sponsorship arrangements will only be with individuals or companies held in high regard. * Sponsorship should be avoided with any industry or organization that has a real or perceived conflict of interest and does not support the way XYZ staff perform their duties. * The sponsoring organization’s policies and procedures will be in concert with the corporate philosophy of XYZ and not likely to cause embarrassment to XYZ.   **General Guidelines**  In order to ensure editorial integrity, XYZ has established the following principles to guide the acceptance and display of sponsorship advertising in association with its content:   * All sponsorship or advertising shall comply with the laws and regulations of the United States, including the Food and Drug Administration (FDA). * XYZ shall have sole discretion for determining sponsors and the display of sponsor advertising. All sponsored programs will be recognized as such. * Acceptance of sponsorship advertising shall in no way indicate XYZ’s endorsement of the sponsor’s products and/or services. * XYZ shall review all sponsorship and advertising claims to therapeutic benefit and reject any unsubstantiated claims. XYZ will not knowingly advertise any forms of products or services that are harmful to health. * Sponsors shall not dictate the form or substance of any content appearing on a sponsored program for XYZ. * XYZ shall be directly responsible for communicating and ensuring compliance of its sponsorship advertising policy to all of its participants. * The XYZ sponsorship policy will be available on XYZ’s Web site. |

Revision Dates: