



IAIABC Policy on Sponsorship of Events at Meetings and Training

Approved by the Board of Directors September 25, 2016

Rationale

Sponsorships are a conventional and practical way for a non-profit association to keep costs down and make new and better events possible for members. Sponsored events decrease meal and per diem costs for members who send staff to events. They also attract participation and create the opportunities for making contacts, networking and sharing of information.

A sponsorship is defined here as the promise of specific financial support to the IAIABC in exchange for allowable recognition (to be described below). Some sponsors may elect to not have their pledge associated with a specific event, but rather as general support for the IAIABC. Even unrestricted pledges will be governed by this policy.

Guiding Principles

- A. The IAIABC reserves the right to refuse any sponsorship from an organization that does not align with the IAIABC's goals, principles, or values.
- B. The IAIABC will provide a sponsorship prospectus that lays out potential sponsorship opportunities with defined levels, benefits, and guidelines. This prospectus will be made available on the IAIABC website and sent out to members as needed.
- C. In general, sponsorships for IAIABC events will be solicited by IAIABC staff, associate members, or other non-jurisdictional benefactors. In all cases, IAIABC will contact potential sponsors, explain association policy on sponsorships and finalize the final sponsor contract. The association does not encourage regulators to contact potential private sector sponsors that they might have a regulatory relationship with for the express purpose of encouraging sponsorships.
- D. If the Executive Director has cause to question the perception of a sponsorship, the matter must be brought to the attention of the President or Secretary-Treasurer for further guidance. As full discussion of the issues involved, the matter may be deemed appropriate for full consideration by the Board of Directors.
- E. Sponsorship contracts will spell out the consideration given for sponsorships. A confirmation letter will be sent to each sponsor laying out in detail the nature of the sponsorship and the exact consideration being given by the IAIABC. Consideration will be limited to the following:

1. Public notices of the sponsorship and expressions of gratitude from the IAIABC at an event, on its website, or in any of its publications. The exact form and wording shall be stated in the contract. The terms "sponsored by" or "brought to you by" may be used for an event for which the majority of the cost is underwritten by a single party. Such a term will only be applied to social events or hospitality services associated with the IAIABC itself. The above terms should not be used to describe the convention or any IAIABC educational event or meeting. The program announcements for events or meetings may discretely thank sponsors for their financial or in-kind support, including the use of their logo and web address.
 2. For some sponsors other consideration may be given, such as invitations to appreciation receptions or a complementary room for the sponsor at the convention. Any such extra "hospitality" as consideration for sponsorships will be nominal, evenly applied for the event, and reviewed and approved by the President or Secretary-Treasurer.
- F. Sponsorships earmarked for a particular event/conference should be put toward that event. The funds will be disbursed to support the event to assure its success.
- G. Under no circumstances should the association allow the fact or appearance that a sponsor has received special consideration by the Board of Directors in any policy or official actions of the association. Nor should the Executive Director take actions that appear to give sponsors more influence on staff, or services, than any other jurisdictional member in good standing with the Association. Invitations to speak, moderate, or write papers for use in IAIABC events will be judged on their merits and not by the size of contributions.
- H. The IAIABC will not endorse the products or services of any sponsor or contributor, and will avoid any perception of such an endorsement. A statement to this effect shall be included in all meeting programs and publications thanking sponsors. The contract with the sponsor shall also make it clear that the sponsorship cannot be used for marketing purposes by the sponsor, except to state the fact of such a sponsorship.
- I. Members may sponsor hospitality suites, receptions, or educational events on their own to be done in conjunction with IAIABC meetings. If such events are to be recognized by the IAIABC on its program, they must be open to all registered participants at the IAIABC sponsored event on an equal basis. IAIABC staff or officers may participate on the program of such ancillary events, provided that there is no special endorsement of the organization or its products - expressed or implied. The IAIABC will not attempt to control private marketing events hosted by attendees that are by invitation only.

