

ASCA ENDORSEMENT AND SPONSORSHIP POLICY

The following is a policy that will be used by the ASCA Board of Directors and its representatives to make decisions about and respond to endorsement, advertising, and sponsorship requests of the Association, its circuits, committees, etc.

- 1) Approved items and services must have a nexus with the vision, mission, and core values of the Association and be of benefit to ASCA members.
- 2) Requests must be legal, meet the ethical guidelines of the Association, and be within institutional policies where applicable.
- 3) All decisions about endorsements, advertising and sponsorships will be made by agreement between the President, the President-elect, and the Past President with input from the Executive Director. These decisions include but are not limited to content issues, fee waivers or reductions, use of the ASCA name and/or logo, etc. There may be times that the President will determine that input from the entire Board of Directors is necessary to make a final decision of a request.
- 4) A time and place may be designated at the Annual Conference, Gehring Academy, Circuit activities, or other Association events at which vendors [exhibitors], products, and/or services may be displayed, following a fee structure created and advertised in advance of these events. Such arrangements will not be construed as an ASCA endorsement of the vendors, products, or services displayed. Exhibited materials must have this clearly stated.
- 5) Use of the Association name, namesake, logo, or any other symbol commonly associated with the Association is prohibited unless the Board or its leadership grants prior written approval for each individual use.
- 6) Prior written approval must be obtained from the Association for each and every request under this policy, unless alternative arrangements are specific in the original request.
- 7) An Association mailing list provided under provisions outlined in the by-laws may not be released or used for any other purpose than the purpose specified in the original request.
- 8) Officers (or past officers) or members (or past members) will not use their positions or the ASCA name to imply Association endorsement or sponsorship of non-ASCA activities.
- 9) Partnerships already established in MOU's (for example, ACPA, NASPA, AFA, FEA etc. and their affiliated state/regional organizations) are accepted as co-sponsors of national, circuit, or state affiliated ASCA activities. The Central Office can provide a list of organizations with current MOUs on file. Notification of such partnerships must be made to the Board through the appropriate liaison and/or representative.
- 10) Violating this policy may result in the revocation of membership and/or related privileges associated with membership, a letter of censure, or legal redress. In addition, the Association may seek to rectify any perception of implied consent on the part of the Association.

Approved February, 2006