

YALSA Board of Directors Meeting
ALA Midwinter Meeting, San Diego
January 7 - 11, 2011

Topic: Sponsor Policies Draft

Background:

Board role in sponsorships and partnerships during their October meeting, the group charged the Executive Director with drafting a more comprehensive corporate sponsor policy based on the sample policy from the National Council of Nonprofits. A draft is presented below.

Action Required: Discussion

EXISTING POLICY
Sponsor and Vendor Participation Policy

SPONSORSHIPS

Definition

A sponsorship is an investment by a company in ALA/YALSA that creates an affiliation for marketing purposes. The company acquires the right to affiliate with ALA/YALSA in exchange for an unrestricted fee, above and beyond any direct cost.

ALA Policy

ALA Policy 9.1, "The Use of ALA's Name and Joint Relationships," will be used as a

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- **As exhibitors:** Have information relative to the program or event where they will exhibit. Agree to set up and break down their own exhibits. Agree to handle sales of their products.
- **As sponsors:** The YALSA Executive Director is responsible for negotiations with sponsors. The YALSA Executive Director may give permission to a member to negotiate with a sponsor if there is no conflict with other sponsorships within ALA and YALSA. A letter of agreement will be signed by sponsors and the ALA Director of Member Programs and Services.
- **As donors:** Negotiations with all prospective donors of money, books, films, etc., for YALSA programs and events must be approved by the YALSA Executive Director, except for, Selection and award committee chairs, who may request donations from publishers and producers for review copies. I5except for,

sponsorships will be created by, or subject to prior review and approval, by YALSA.

9. No Product Promotion

Sponsors are not permitted to advertise, market, or otherwise promote specific products and services in connection with their sponsorship of YALSA related programs and activities, but products or services may be listed or displayed at YALSA endorsement by YALSA is implied.

10. No Contingent Payments

YALSA will not enter into any arrangements with corporate sponsors where the amount of payment by the corporation is contingent upon attendance at an event or any other measures of public exposure.

11. Special Events

YALSA will have complete control of the content and speakers at any sponsored activity or event. Corporate sponsors will not control the planning, content, or execution of the activity or attempt to direct or influence the content of YALSA programs, except that YALSA may ask the sponsor for suggestions to enhance the experience for the sponsor.

12. Reports

Reports on YALSA corporate activities relating to corporate sponsors will be regularly presented to the YALSA Board of Directors.

13. Exclusivity

Whenever possible and feasible, YALSA shall seek funding for programs from a variety of sources. It is understood, however, that occasions may arise when support of a specific event,

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would adversely affect the goodwill and reputation of the YALSA or its members. In the event of any such termination, YALSA will relinquish the sponsor's contribution and return all unused funds. In such cases, corporate sponsors may not use YALSA

