

## **Sponsorship Acceptance Guidelines**

NFPRHA will engage in corporate relationships that help the association fulfill its mission and that help build awareness of NFPRHA, its members and the association's work.

The following guidelines apply to all sponsorships:

1. Sponsorship benefits and corporate-supported activities must align with NFPRHA's mission.
2. Sponsors' products and services must be compatible with NFPRHA's values and position statements.
3. NFPRHA may engage in sponsorships that are either endemic or non-endemic to the family planning and sexual health field.
4. All sponsors will be vetted to ensure products and services are: 1) relevant to NFPRHA members in the context of their professional roles and responsibilities, or 2) are understood to create a compelling opportunity to benefit the field through brand alignment between NFPRHA and its potential sponsor.
5. NFPRHA sponsorships do not explicitly endorse a company's product or service.
6. NFPRHA will not engage in sponsorships from companies if its products, services, or reputation have been determined by NFPRHA to have the potential to harm the image, credibility, or reputation of the association.
7. NFPRHA will maintain final approval over all content presented at its events, meetings; or in its publications; or that may be distributed in any form to its members in association with a sponsorship or purchased advertisement.
8. NFPRHA will maintain operational and editorial control over its events, programs, member services, awards, and all communications vehicles.
9. NFPRHA will retain control over its marks/logos and their use by NFPRHA's sponsors.
10. NFPRHA may reject sponsorships requests or applications for any reason.

June 2021