



The Skating Club of Boston[®]

Co-branding, Sponsorship, Advertising Policy for Web, Social Media, and Print Media

The purpose of this policy is to outline The Skating Club of Boston's ("Club") single set of standards for advertising and sponsor listings on all Club media properties. Unless approved otherwise, businesses, programs, committees and other groups that are part of The Skating Club of Boston must follow these policies. If necessary, the Club will remove all noncompliant or offending material from a Club media property, as well as cancel any non-approved, third-party services purchased in the name of the Club.

Definitions

"Media Property" is defined as any digital or print product owned or managed by Club.

"Advertising" is defined as space on Club Media Property used by a third-party for the purpose of promoting or marketing any product, service or cause, approved by the Club in its sole discretion, in exchange for compensation or recognition.

"Donors" are defined as those who contribute to the Club. Donors may or may not be eligible for tax-deductible consideration as defined by the International Revenue Service.

"Sponsors" are defined as those who make contributions to the Club, and who may anticipate public recognition or other benefits in exchange for their contributions.

Exceptions

Exceptions to the policies stated in this document must be approved in advance and in writing by the Club's Executive Director, as authorized by the Club's Board of Directors to act on the Club's behalf. Such exceptions to be granted in the Club's sole discretion.

Commercial Advertising

It is Club policy to prohibit commercial advertising on all Media Property. Commercial advertising exceptions may be permitted if approved in advance by the Club, in its sole discretion.



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Sponsor Listings

Listings of sponsors of a specific event or series of events are prohibited unless approved in advance by the Club, in its sole discretion. The Club will not approve sponsors whose services or products are not appropriate for children, young adults or athletes and/or not deemed as compatible with the Club's mission, in its sole discretion. Examples of inappropriate sponsor products include, but are not limited to, cigarettes, alcohol, and diet aids.

If approved, a sponsor's listing may contain any or all of the following:

- Simple text listing of sponsor's name, address, phone number and/or Web address
- Sponsor logo
- Web links to sponsor's official website only

Sponsor listings may not contain hours of service, price information, inducements such as coupons or special offers, or any information other than that listed above. Such additional information might constitute commercial advertising, which is prohibited.

Donor listings

Donor listings are permitted on Media Property when approved in advance by the Club, in its sole discretion. Recognition of persons and organizations, programs, teams, skaters and coaches, and other activities through charitable gift contributions as defined by the Internal Revenue Service and as recognized by the Club are permitted.

There are specific IRS regulations with regard to limits on donor recognition and other benefits of value given to donors. To best protect the tax-deductible status of all donor contributions, the Club Controller, or other such representative as designated by the Club, must be consulted before the publication of any donor listings.

Co-Branding

Co-branding of Club Media Property with third-party providers services through the use of phrases such as "powered by" or "provided by" is prohibited unless stipulated by contract with an approved third-party provider, or required as a function of identifying ownership via copyright or similar notation. When necessary, such listings should be in the footer of the Media Property and appear as text only in the least prominent manner possible. The Club's Media and Communications manager, or other such representative as designated by the Club, should be consulted in advance before posting any co-branding opportunities.



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Other Forms of Promotion

All requests for posting of third-party commercial advertising should be sent to the Executive Director, or other such representative as designated by the Club, for advance review and approval. Examples might include special offers or discounts for the Club, Club members and Club clients.

Affinity Programs

Media Property promoting affinity programs (example: U.S. Figure Skating Association) and partnerships duly approved by the Club's Executive Director, or other such representative as designated by the Club, are exempt from all restrictions. Other specific exceptions must be approved in writing by the Club's Executive Director, as authorized by the Club's Board of Directors to act on the Club's behalf.

Importantly, all businesses, programs, committees and other groups that are part of the Club, may not enter into partnerships or do other business involving the Club or on the Club's behalf without first obtaining review and approval of the proposed plan by the Club's Executive Director.