

**Frontenac Arch Biosphere Network**  
**Policy on Sponsorship and Advertising**

This policy lays out the guidelines used by the FABN in determining what and when sponsorships and/or advertising are appropriate and with which entities.

**Definitions:**

Sponsorship is defined as a mutually beneficial exchange arranged in advance whereby the Frontenac Arch Biosphere Network obtains support for a specified activity.

Advertising is defined as a notice or action calling products or services to the attention of the public, by paid announcements in any form of the Frontenac Arch Biosphere Network's published or electronic media.

**Statement of Policy:**

The FABN actively solicits and encourages the business community, government agencies, service clubs, and other organizations to become sponsors of FABN events, programmes, and services or advertisers in any of its programme material. It will, however, only enter into sponsorship and advertising agreements with entities that it deems appropriate. The FABN will only solicit or accept sponsorships or advertising from corporate entities whose practices, policies, or operations are deemed acceptable and aligned with the values implicit in the Biosphere's purpose or the Network's mission.

Sponsorship and advertising agreements may vary by sponsor/advertiser. The FABN reserves the right to decline any offer of sponsorship or paid advertising at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

Sponsors will receive published acknowledgement in return for cash and/or products and services-in-kind to the FABN.

**Policy Guidelines:**

The FABN welcomes corporate sponsorship and accepts advertising support of its organizational efforts and programs, subject to the following guidelines:

- The FABN will only accept corporate sponsorship or advertising from organizations whose policies, programmes and actions are compatible with the FABN vision, mission, and objectives as determined by the FABN Board of Directors.
- The FABN will not accept corporate sponsorships or advertising for certain categories of products and services, including illegal drugs and drug paraphernalia, weapons, tobacco products or establishments, sexual escort services, gambling opportunities or casinos, weight-loss products or plans, and cheque-cashing services or any product presented in such a way as would be deemed inappropriate in regard to the FABN vision, mission and objectives.
- The FABN will not endorse, directly or by implication, any products, services, or ideas promoted by the organization with whom it has contracted.
- Individual FABN staff, Board members, or volunteers shall not receive any substantial benefit from association with sponsors or advertisers. Any commissions, gifts worth \$100 or more, or other financial benefits will be brought to the attention of the FABN Board of Directors.
- The FABN will retain control over all sponsored programmes and sponsors will not be allowed any control over policy or operational matters relating to a project they have sponsored.
- The FABN reserves the right to discontinue any advertising or sponsorship agreement should it no longer be in keeping with the FABN mission.