

## **POLICY 7200P SPONSORSHIPS AND ENDORSEMENTS PROCEDURES**

- A. USPC, Inc. shall seek and/or solicit opportunities to secure sponsorships, endorse products and/or services when determined to be beneficial to the advancement of the mission of the organization.
  
- B. All sponsorships and endorsements shall be in keeping with the educational philosophy of USPC, including products and equipment relating to human or equine use. No sponsorship shall be accepted if it in any way compromises the safety or educational standards of USPC.
  
- C. If asked to endorse a product/service, USPC, Inc. shall take the following steps:
  - 1. Each USPC, Inc. sponsorship or endorsement contract shall be negotiated by the Executive Director and the Development Director after consultation with:
    - a. The President
    - b. Chair of Development
    - c. Chair of Marketing and Communications
    - d. Marketing and Communications Director
    - e. And Legal Counsel who shall review the contract.
  
  - 2. Endorsement contracts shall stipulate that the endorsement is for a specific time period.
  
  - 3. The contract with the product/service provider shall release USPC, Inc. for claims of product/service liability.
  
  - 4. All sponsorships or endorsements shall be submitted to the Board of Governors for approval.