

MISA Ontario Advertising and Sponsorship Policy

Policy No.:	M003	Approval Date:	September 9, 2008
Subject:	Advertising & Sponsorship	Revision No.:	1

1. **POLICY**

1.1 Advertising and Sponsorship Policy.

2. **PURPOSE**

2.1 MISA provides several advertising and sponsorship opportunities for purchase. These currently include print publications, website and various communications materials developed for MISA's annual conferences. This policy outlines the requirements for advertising and sponsorship within MISA and is intended to promote the integrity and mission of MISA and all of its related services.

3. **SCOPE**

3.1 All MISA and Associate members, partners, and vendors.

4. **RESPONSIBILITY**

4.1 The MISA board and any designated individuals by the MISA board are responsible for ensuring compliance with this policy.

4.2 Any issue or request that falls outside of this policy can be moved forward to the MISA board for review and consideration.

4.3 MISA board will have final say on all advertising and sponsorship matters.

4.4 The President will delegate the coordination of advertising and sponsorship activities to a member of the MISA board, to an external person or organization.

4.5 This policy will be reviewed at least once each term, by the President of MISA and/or designate and can be changed or revised at any time with the appropriate approval of the MISA board.

5. **GOVERNING RULES AND REGULATIONS**

5.1 Eligibility

5.1.1 General MISA members, program sponsors, service donors, vendors or not-for-profit associations can be acknowledged through a display of their names, logos or other information.

5.1.2 Advertising copy must be factual and in good taste.

5.1.3 The integrity and credibility of MISA and its members shall be the overriding consideration in all advertising and sponsorship activities and must be consistent with the MISA mission, vision and values.

5.1.4 Although readers, sponsors and advertisers may be provided with general information about the content of an upcoming publication (e.g. themes, supplements, conference proceedings), specific details about the content may be confidential until the release of the publication.

- 5.1.5** Preference is given to advertising and sponsorship that is relevant to MISA members and municipal technology sector.
- 5.1.6** A distinction must be maintained between advertising and all other content. All advertising must be clearly identifiable as advertising and must not be confused with editorial content in format or appearance.
- 5.1.7** No implication or endorsement by MISA of products or advertiser may be made without written approval by the MISA board.
- 5.1.8** MISA retains final approval of all sponsor and product messages, banners and advertising copy that are directly linked to the content.
- 5.1.9** Vendors, Program sponsors and service donors who wish to advertise in print publications and/or place hyperlinks on the MISA website must be a MISA member in good standing, unless approved by the MISA board.
- 5.1.10** Advertising and hyperlinks must be deemed acceptable by the MISA board or designate.
- 5.1.11** The MISA board is authorized to order removal of material, links and logos on the misa.on.ca website that is not compliant with the advertising guidelines or policy intention.

5.2 Placement of Advertising

- 5.2.1** MISA Conference Gold and Platinum sponsors will be allowed to advertise on the Event Resources website subpages for up to 1 year (3 months prior to the event and up to 9 months after the event).
- 5.2.2** Vendor Solutions directory may contain information about the member including links to members websites and up to 3 email addresses.
- 5.2.3** Designated advertising spaces or hyperlinks on the MISA website can be found in the following locations: Member Resources website (Technology directory, publications, member's special offers), Municipal Interface, Municipal Interface website and Professional Development website (job board).
- 5.2.4** Advertisements are not allowed on the front page or page 3 (table of contents page) of any publication.
- 5.2.5** All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, MISA cannot guarantee a fixed position.
- 5.2.6** Links to MISA partners can be placed on any/all of the MISA website pages, including the home page (misa.on.ca) that have been approved by the MISA board.

5.3 Prohibited Advertising formats

- 5.3.1** Pop-ups, pop-under or floating ads on the MISA website.
- 5.3.2** Ads that have forms within them to collect personally identifiable information while a visitor is on misa.on.ca.
- 5.3.3** Rapidly animated or blinking ads.
- 5.3.4** Ads that attempt to deceptively or maliciously transfer software or data.
- 5.3.5** Ads that include inappropriate content including: obscenities, objectionable content, infringement of intellectual property, privacy or rights of third party.

- 5.3.6** Ads may not imply endorsement by MISA, unless written approval has been granted by the MISA board.
- 5.3.7** Banner ads are not permitted anywhere on the misa.on.ca website.

6 **SPONSORSHIPS**

- 6.1** Sponsorships is defined as an agreement that has benefit to the sponsor and MISA.
- 6.2** MISA may solicit and accept sponsorships for events, programs and operations within the terms outlined below.
- 6.3** There is no obligation on behalf of MISA Ontario to accept sponsorship offers.
- 6.4** In no circumstance will MISA Ontario become involved in a situation that requires it to endorse a sponsor's product or service.
- 6.5** Sponsorships are deemed the desirable form of revenue diversification allowing fees and or conferences to remain affordable to the MISA Ontario membership.
- 6.6** MISA may consider in kind, indirect or monetary sponsorships.
- 6.7** Conference and event organizers shall be free to solicit, accept and negotiate sponsorships without the approval of the MISA Ontario board.
- 6.8** Only individuals or organizations in good standing with MISA Ontario, whose image product or services do not conflict with MISA Ontario's mission and values, may be considered as sponsors.
- 6.9** Rejected sponsorships will be notified in writing by the MISA Ontario President or designate.
- 6.10** All sponsorship agreements shall be confirmed in writing by the MISA Ontario President or designate and co-signed by the sponsor's representative.
- 6.11** Sponsorship periods may be negotiated but will be typically be for a one year period.
- 6.12** For MISA Ontario Conferences several sponsors are preferred with designations of Platinum, Gold sponsors of which the rights to the sponsorship is determined by the conference organizers.
- 6.13** Sponsors benefits may include being recognized in MISA publications, website, program material and signage at MISA conferences and events.
- 6.14** Sponsorships exceeding a single event or action shall be confirmed by Sponsorship Agreement.
- 6.15** Payment for sponsorships must be received within 60 days of the event or program. Failure to pay will result in removal of sponsorship and subsequently vendor will be notified in writing.