

Arthritis Care Corporate Sponsorship Policy

Position statement

Arthritis Care welcomes the development of constructive relationships with external organisations.

Key principles

The structure of any sponsorship relationships will revolve around four key principles (recommended by the Long Term Medical Conditions Alliance):

- **Transparency.** It is important that any sponsorship agreement with a company is not seen as an endorsement of their product or organisation. This will be achieved by making the relationship transparent to the public and staff in both organisations.
- **Equal partnership.** It is important for Arthritis Care to form useful relationships with other organisations that are positive for its membership and target audience. An active working partnership, in the interests of the people with arthritis, can enhance this relationship for both parties, and strengthen the task in hand.
- **Mutual benefit.** In contrast to passive donations Arthritis Care is aware that both parties should gain from a sponsorship agreement.
- **Independence.** It is important that the independence of Arthritis Care is not compromised by agreements with external parties.

Guidelines for co-operation

1. **Eligibility** Arthritis Care welcomes sponsorship from companies as long as
 - the interests of the company are not opposed to the interests of Arthritis Care
 - the work and the image of the company are such that the reputation of Arthritis Care cannot be tarnished or harmed by co-operation with it
1. **Use of Arthritis Care logo.** The Arthritis Care logo may only be used by the sponsor following express written permission accompanied by instructions for use of the logo.

2. **Use of the Arthritis Care name.** Arthritis Care should be consulted whenever and wherever its name is used. Any copy which refers to the joint project or initiative should be approved by Arthritis Care before it is used.
3. **Acknowledgements.** The type of acknowledgement that the sponsor will receive will be discussed before the sponsorship agreement is finalised. This could take the form of wording such as 'working with' 'in association with' 'supported by' 'sponsored by' 'made possible by' accompanied by the sponsors' logo.
4. **Written material.** Arthritis Care retains a veto over all materials produced in connection with a joint activity/initiative. Sponsors should be aware of Arthritis Care's house style, use of language and positive images.
5. **Access to mailing list.** Sponsors will not be allowed direct access to the Arthritis Care database. However, the sponsorship agreement may include an arrangement for Arthritis Care to forward material, samples etc. on to relevant Arthritis Care members.
6. **Company contacts.** Arthritis Care is happy to work with the contacts of a company, such as PR agency etc. In the first instance a representative of the sponsor company should be present in meetings with this external contact.
7. **Press relations.** Press releases are to be written in collaboration. Sponsors may not issue press releases relating to the joint activity/initiative without prior agreement with Arthritis Care.
8. **Other support.** The sponsors' support of Arthritis Care is not exclusive; Arthritis Care is free to seek support from other companies at any time. The sponsor should be aware that it is not receiving preferential treatment from Arthritis Care.
9. **Editorial independence.** Articles relating to the joint activity or initiative may be included in Arthritis Care's publications. Arthritis Care retains editorial independence over its publications including Arthritis News.

10. **Mutual termination of agreement.** Arthritis Care may withdraw from a sponsorship arrangement if the conditions of the agreement are not adhered to, as may sponsor.
11. **Updates.** The account handler must report to the sponsor company on a regular basis.

Note: this policy has been developed in conjunction with guidelines published by the Long Term Medical Conditions Alliance.