



## Sponsorship Guidelines

(Adopted by the Board of Directors on June 15, 2016)

The American Society of Baking (ASB) greatly values financial support from its member's companies to further ASB's mission to bring together individuals in the grain-based food industry for professional development, recognition, education, and leadership. Financial support from corporate/individual sponsors allows ASB to engage in mission-focused programs and activities that could not otherwise be pursued. The following guidelines have been established to ensure that all of ASB's corporate/individual sponsorship arrangements advance our mission and strategic goals, serve the best interests of ASB, retain ASB's independence, and avoid conflicts of interest.

For the purpose of these guidelines, "corporate/individual sponsorship" means a contribution from a business or an individual (either in cash or in-kind) that is provided as a donation to support the programs/activities of ASB and BakingTech.

Any proposed corporate/individual sponsorship must be reviewed and approved by ASB's Commercialism/Sponsorship Committee to ensure that the arrangements are consistent with ASB's mission and goals, and that any potential conflicts of interest are disclosed and addressed in accordance with ASB's Conflict of Interest Policy.

ASB does not endorse its corporate/individual sponsors, their policies, products, or services, nor imply that ASB will exert any influence to advance the corporation's or individual's interests outside the particulars of the arrangements made for the sponsored event or activity. ASB's name, logo and/or identifying information may not be used in a manner by the corporate/individual sponsor that would express or imply ASB's endorsement of the corporation/individual or its/their products, services or policies.

The terms, conditions, and purposes of the financial support will be documented by a signed agreement between the corporate/individual sponsor and ASB. Sponsors are making a contribution to support ASB's mission and are not entitled to receive free advertising or other substantial return benefits from ASB. Consistent with federal tax laws, ASB will acknowledge the corporate/individual sponsor's support through program materials. Such acknowledgments may include the sponsor's name, logo, slogan, locations, or website addresses as long as such acknowledgments do not include (a) comparative or qualitative descriptions of the company's/individual's products, services, or facilities; (b) price information or other indications of savings or value associated with the company's/individual's products or services; (c) a call to action; (d) an

endorsement; or (e) an inducement to buy, sell, or use the sponsor's product or service. Any acknowledgments of corporate/individual sponsorships will be created by, or subject to prior review and approval, by ASB.

Sponsors are not permitted to advertise, market, or otherwise promote specific products and services in connection with their sponsorship of ASB related programs and activities.

ASB will have complete control of the content and speakers at any sponsored activity or event. Corporate/individual sponsors will not control the planning, content, or execution of the activity or attempt to direct or influence the content of ASB programs, except that ASB may ask the sponsor for suggestions to enhance the experience for the sponsor.

Whenever possible and feasible, ASB shall seek funding for programs from a variety of sources. It is understood, however, that occasions may arise when support of a specific event, program, or special event from a single source is appropriate. ASB will exercise special caution so that in circumstances when single support is granted, ASB avoids conflicts of interest and guards against any perception of conflict of interest.

ASB reserves the right to terminate any corporate/individual sponsorship if the sponsor or its representatives or agents engage in any conduct that would lead ASB to reasonably determine that its continued participation in the arrangement with a particular company would adversely affect the goodwill and reputation of ASB. In the event of any such termination, ASB will relinquish the sponsor's contribution and return all unused funds.

ASB's Commercialism/Sponsorship Committee is responsible for establishing the principles and guidelines governing ASB's relationships with sponsors. ASB's Executive Director is responsible for day-to-day oversight of all corporate/individual sponsorship arrangements.