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1.0 PURPOSE

- 1.1 This policy statement sets out guidance for the acceptance of advertising and advertising related sponsorships, as well as all commercial and staff advertising, sponsorships and solicitations.

2.0 SCOPE

- 2.1 Set standards for all advertising, sponsorships, branding, and solicitations within the guidelines and requirements established by the Marketing Department.

3.0 DEFINITIONS

- 3.1 Paid advertising is a contractual relationship that involves the Association buying or selling advertisements.
- 3.2 Sponsorship is an agreement between the Association and a third party where the Association benefits.
- 3.3 Solicitation is defined as any attempt to sell, persuade, promote, influence, coerce or approach residents within the Association directly or indirectly.
- 3.4 Branding is defined as a distinctive set of identifying features for the Association.

4.0 RESPONSIBILITIES

- 4.1 The Chief Operating Officer shall develop and enforce the Marketing Department guidelines and requirements in support of this policy.
- 4.2 The Chief Operating Officer may enter into advertising and sponsorship agreements.
- 4.3 The Marketing Director shall manage all advertising/sponsorship arrangements.
- 4.4 Department Heads shall obtain approval from the Marketing Director regarding any advertising, sponsorship, or solicitation opportunities.

5.0 ATTACHMENT

Guidelines and Requirements