



Policy and Procedure

Title: Advertising and Sponsorship - General

Overview

The purpose of this policy is to describe the guidelines by which CASQA will accept advertising or sponsorship. This policy applies to all print, Internet, and other forms of electronic advertising and sponsorships; except for advertising or sponsorship at or in association with the Annual Conference, Quarterly Meetings, and CASQA Workshops.

The purpose of accepting advertising or sponsorship is to increase revenue for the organization. The acceptance of any advertising or sponsorship will in no way state or imply an endorsement for the subject product or service. All advertising or sponsorship contracts will explicitly state that it is prohibited for the advertiser/sponsor to state or infer, including by the use of CASQA's name, logos, or otherwise, any endorsement by CASQA of their product or service through CASQA or any other form of advertising. This policy shall not preclude CASQA Members from including factual statements, such as "Member of the California Stormwater Quality Association."

Advertising Guidelines

CASQA intends to accept advertising or sponsorship on CASQA websites on pages designated by the Membership Committee and approved by the Board of Directors, subject to the following limitations:

1. Advertisements or sponsorships will be limited to a logo (including the company name and a short tag line) with an imbedded hyperlink. The caption near each logo will be required: "paid advertisement" or equivalent.
2. CASQA will reserve the right to refuse to accept advertising or sponsorship on a case-by-case basis, at the discretion of the Executive Director.
3. CASQA shall have review approval of the hyperlink destination.
4. Advertising and sponsorship rates and conditions will be established by the Membership Committee subject to Board Approval.