

	Advertising & Sponsorship Policy
	Policy ID# MRK001
	<b>Status:</b> approved
	<b>Date:</b> August 13, 2012

**Policy Statement:**

Sponsorship and advertising provides both a service and a financial benefit to the Chapter and its membership. The intent of this policy is to ensure consistent application of guidelines and practices related to sponsorships and advertisements. As a 501(c6) nonprofit organization, the Chapter will accept tax-deductible corporate sponsorships to support its mission and goals. The Chapter will not solicit or accept sponsorships from entities whose practices, policies or operations are deemed unacceptable or contrary to the values of PMI or this Chapter.

**Guidelines:**

The following are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change.

- The presence of an advertisement on the Chapter website or contained within Chapter created brochures or newsletters does not imply endorsement of the advertised product (service or event).
- Advertisers agree that they will not collect any personally identifiable information from our website visitors.
- There will be no guarantee of exclusivity. The Chapter reserves the right to accept advertising or sponsorships equally which may include competitors for a specific product (service or event).
- Any links contained within an advertisement must be valid and approved. Appropriate links usage would lead to the advertiser’s website, landing page or registration portal.
- The Chapter’s limit of liability is equal to the fee charged for the advertisement or sponsorship
- All advertisements must comply with Chapter policies as applicable
- If the advertiser or sponsor is a PMI Registered Education Provider (R.E.P) they are required to adhere to PMI’s advertising policies
- This policy applies to all forms of advertising or sponsorships including meetings, newsletters and online
- The positioning of advertisements within a site or document is at the discretion of the Chapter
- Advertisements and sponsorship messages must focus exclusively on their own product (service or event) and must not compare or defame any other company or competitor.

## **Advertising and Sponsorship Criteria:**

Advertising and sponsorships will be allowed based on the following criteria. The Chapter leadership at its sole discretion, reserves the right to decline or accept an advertisement or sponsorship.

- Must be of interest and value to the Chapter membership
- Aligns with the Chapter's mission and goals
- Pertains to the practice or support of project management
- Does not conflict with existing policies of the Chapter or PMI-GOC
- All advertisements and sponsorship materials must be submitted to the Chapter and approved in advance
- Advertisements and sponsorships must clearly and accurately represent the company, product, service or event
- Those offering training services must currently be an authorized PMI R.E.P. or clearly demonstrates their training is of superior quality

## **Prohibited Advertising / Formats:**

In general, any advertisement that is deceptive (by either statement or omission), makes unsupported claims or is incompatible with the values of PMI will not be deemed acceptable.

- Pop-ups or floating ads or surveys or other methods that actively disrupts the user experience
- Ads that have forms, cookies or applets contained within them to collect personally identifiable information
- Contains unsolicited commercial messages
- Contains content that is vulgar, offensive or discriminatory
- Violates or infringes upon the rights or copyrights of others
- Contains re-directs to unrelated or unauthorized sites

## **References:**

Endorsement Policy  
Privacy Policy  
PMI Advertising Policy