

**Registered Nurses' Association of Ontario  
Board of Directors Policy**

<b>Policy Type:</b>	<b>Policy Governance</b>	<b>Title:</b>	<b>Sponsorship</b>
<b>Number:</b>	<b>PG – 6</b>	<b>First approved by Board:</b>	<b>January 2003</b>
		<b>Review:</b>	<b>Every 2 Years (Sept)</b>
		<b>Last Reviewed:</b>	<b>September 2015</b>
		<b>Monitor:</b>	<b>Annually (Sept)</b>
		<b>Last Monitored:</b>	<b>September 2015</b>

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## **PURPOSE**

This policy is intended to outline the parameters for sponsorship accepted or undertaken by RNAO and applies to all RNAO business and educational meetings at a provincial or regional level. The term RNAO in this policy refers to RNAO Home Office, or any of its Chapters, Region without Chapters and Interest Groups.

Definition of sponsorship: It is a mutually beneficial arrangement negotiated between RNAO and organizations based on our principles and guidelines. The specifics of that agreement will be in compliance with RNAO's Mission and Values, and ENDS.

To this end, the Board shall not fail to ensure that:

- Sponsorships from organizations whose products, services and policies are incompatible with RNAO Mission and Values are not eligible (e.g. no liquor, tobacco or gambling; no products which violate the WHO code<sup>1</sup> [eg. infant formula, bottles, nipples]; no sexist portrayal of nurses).
- Sponsors will not determine RNAO policy, editorial and conference content, or in any way influence RNAO decision-making.
- Multiple sponsorships of any one event are preferred. Single sponsorship will not be accepted for an event in situations where the sponsor could be seen as having influence over RNAO decision-making, or of RNAO endorsement of the sponsor of its products and services. RNAO affinity partners are exempted.
- RNAO reserves the right of final approval of all sponsorships and the right to refuse or terminate any sponsorship.
- RNAO will determine the final wording and placement of sponsor acknowledgements. The acknowledgement wording will be similar to: "Produced with the support of [Organization X]."
- The acknowledgement of sponsorship must follow RNAO's branding practices.
- No RNAO logos may appear on any publications or exhibits without prior approval.

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<sup>1</sup> World Health Organization's International Code of Marketing of Breast-milk Substitutes

- Sponsors may refer to the fact that they have sponsored RNAO activities, events, publications or awards in their promotional material, but no characterization of the sponsorship relationship shall be taken or used as evidence of RNAO endorsement of the sponsor or of any of the sponsor's products or services. The sponsor is to work with RNAO to develop appropriate wording.
- Sponsorship by RNAO is only available at the corporate level. Organizations or companies may provide sponsorships to RNAO.
- Exhibits displaying career opportunities for outside of Ontario (including international) are acceptable, but must be limited in number\*

*\* Striking a fair balance between RNAO's policy on no active international recruitment and not depriving Ontario nurses from fair career opportunities*