

## Updated Sponsorship Policy

### Sponsorship Solicitation, Reservation and Contract Discount Policy

#### Definition

For purposes of this policy, contract/commitment (hereby known as "Contract") shall include, but not be limited to, advertising in publications with its preferred positions as well as event sponsorships, table reservations, ticket sales and "contracts" with specific sponsorship levels (i.e. presenting sponsorship, platinum sponsorship, gold sponsorship, etc). All participants shall be required to execute a LeadingAge Indiana contract for that specified event, or a multi-marketing program contract for several events.

#### Announcements of Contracts

The Announcements regarding available "contracts" for each upcoming calendar year shall be printed and made available via mail, email, or on the LeadingAge Indiana website no later than December 1 of the previous year. Additional announcements may be made throughout the year. LeadingAge Indiana will announce additional opportunities for all potential contracts at the same time.

#### Priority in Contracts

All Associate members shall have an equal opportunity for any contract after the December 1 announcement, or prior to that date if appropriately and equally announced to the membership. Contracts shall be awarded on a first-come first-served basis to members. Exceptions would include a first right of refusal of a "Presenting Sponsor", "Title Sponsor" or Top Level Sponsor of a specific event or program. (SEE First Right of Refusal Exception)

Application for contracts must be on the provided Form and sent to the Director of Education.

#### First Right of Refusal Exception

First come first serve priority acceptance of contracts, may be preempted in the case that a contract holder from the previous year, or most recent event (of similar nature) has accepted to repeat the contract within 30 (Thirty) days after the prior year's event.

First right of refusal is available to "Presenting Sponsors", "Title Sponsors" or the Top Level Sponsor of a program or event. The Director of Education (or interim/acting Director, or most Senior Executive Staff member) must receive written notice within calendar 30 (Thirty) days of the event to secure the following year's contract.

In the event a contract is not executed prior to December 1, the contract becomes available at 8:00 a.m. on a first come first serve basis AFTER December 1 or on the first business day following December 1.

#### Cancellations

Any cancellation or change in contracts must be in writing to the President/CEO.