



General Sponsorship Guidelines

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BISG General Sponsorship Guidelines

These guidelines are designed for BISG staff to use with organizations interested in sponsoring a BISG program, initiative or networking opportunity.

The Book Industry Study Group, Inc. (BISG) welcomes sponsorship of selected programs, initiatives and networking opportunities from participants in the book industry and/or related sectors.

In doing so, it is important that any sponsorship arrangement must:

- a. be unambiguous and clearly understood by all parties;
- b. avoid real or perceived conflicts of interest;
- c. avoid real or perceived endorsement of a sponsor's product or service; and
- d. avoid partnerships with inappropriate individuals and organizations.

Although BISG will prominently acknowledge an organization's sponsorship, BISG will also make it clear that the Book Industry Study Group in no way endorses the products or services of the sponsoring organization.

Other general guidelines governing sponsorship include:

1. There must be no conflict of interest arising as a result of sponsorship, for example an expectation that a company will get favored treatment by BISG over a competitor.
2. BISG retains control over all sponsored programs, initiatives and/or networking opportunities. Sponsors will not have any input into operational matters relating to a project they have sponsored except for the input that occurs normally in connection with a sponsor's participation in BISG and/or BISAC committees.
3. Sponsorship agreements will last for a specified period and all obligations on the part of BISG and the sponsor with regard to the sponsorship will end when that period ends.
4. Any use by the sponsor of the Book Industry Study Group name or the name's abbreviation (BISG), and any use of BISG's image and logo must be approved in advance by BISG's Executive Director or a BISG representative appointed by BISG's Executive Director.

Organizations interested in sponsoring a BISG program, initiative or networking opportunity will be supplied with a copy of these guidelines as a condition of sponsorship.