



## Advertising – Policy Paper

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The Executive Committee encourages residents and non-residents of Greely to sponsor the GCA in its activities and events.

In accepting sponsorships, the Executive Committee shall act without bias. In addition, any acceptance of sponsorships shall not be considered as an endorsement of any kind of the sponsor or the sponsor's products or services.

Accordingly, the following guidelines shall apply with respect to any advertising to promote said sponsors:

1. Banners or similar type displays as approved by the Executive Committee may be displayed at GCA events where appropriate. These displays are subject to the sponsor having paid the advertising fee as set by the Executive Committee as applicable.
2. No direct soliciting shall be permitted at GCA events by any sponsor and/or members unless such events are specifically designed to promote products/ services or unless otherwise approved in writing by the Executive Committee.
3. Any other forms of advertising through the GCA should be done through its business directory, web page or any other method otherwise determined by the Executive Committee. All sponsors, subject to having paid the advertising fee set by the Executive Committee, wishing to advertise on the GCA web page, must complete the sponsorship registration form and agree to the terms and conditions as outlined on the form.
4. The GCA logo and name are not to be used by any sponsors and/or members unless otherwise approved in writing by the Executive Committee.
5. Any violation of the aforementioned guidelines shall be addressed by the Executive Committee as it deems appropriate.