

**Buffalo Curling Club.org Inc.**

**POLICIES AND PROCEDURES**

<b>Committee:</b>	<b>10</b>	<b>Marketing Committee</b>
<b>Subject/Policy:</b>	<b>002</b>	<b>Advertising &amp; Sponsorship Policy</b>

**1. General Policy**

- 1.1. To further our mission of increasing public awareness and appreciation for the sport of curling, we accept advertising and sponsorship under strict guidelines as set forth herein (“Guidelines”). We reserve the right to refuse any advertisement/sponsorship we believe is incompatible with our mission. We also reserve the right to refuse any advertisement we deem contrary to the best interests of the BCC.
- 1.2. The following Guidelines govern various aspects of advertisement/sponsorship within and around the Buffalo Curling Club (BCC). BCC has sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with advertising and sponsorship throughout all of BCC’s properties. BCC may change this policy at any time at its sole discretion by posting revised Guidelines.
- 1.3. BCC has sole discretion for determining the types of advertising and promotion that will be accepted and displayed. The presence of an ad/sponsor display on our Site, in e-mail communications or at our facility does not imply endorsement of the advertised/sponsored company or product. BCC is not responsible for the content or accuracy of third-party advertisements/sponsorships.
- 1.4. BCC will not accept advertising/sponsorships that, in our sole opinion, are not in good taste. We will not permit the placement of a) advertising/sponsorship for illegal or objectionable products or services, or b) advertising/sponsorship that is offensive to any individual or group of individuals based on age, color, national origin, race, religion, sex, sexual orientation, or handicap.
- 1.5. Advertising/Sponsorship will not be accepted if it promotes any of the following: firearms, ammunition, fireworks, pornography, tobacco, or the simulation of news, or an emergency.
- 1.6. BCC prefers to work with advertisers who share our mission of increasing public awareness and appreciation for the sport of curling.
- 1.7. BCC retains the exclusive right to determine the way in which any and all search results for specific information by keyword or topic are displayed on their website. We may display search results based on monetary incentives provided by advertisers/sponsors.

<b>Effective Date:</b>	<b>July 27, 2021</b>	<b>Supersedes (date):</b>	<b>n/a</b>
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- 1.8. Various Sites may identify users by log in, cookies, or other Web identifiers. When applicable, pages, advertisements, and other content may be customized to provide content of interest.
- 1.9. BCC reserves the right to reject, cancel, or remove any advertising/sponsorship from our properties for any reason at any time. We will provide reasonable notice to the advertiser upon rejection, cancellation, or removal of any advertising.
- 1.10. It is the responsibility of the advertiser to comply with all applicable domestic and foreign laws and regulations. If BCC becomes aware of any breach or potential breach of any applicable law or regulation, or of these Guidelines, we may remove the advertising.
- 1.11. No advertising/sponsorship shall be permitted that may injure the good name or reputation of BCC or its family of brands.

**2. Review of Policy**

- 2.1. This Policy will be reviewed periodically by the Marketing Committee as warranted by internal or external events or changes. Changes to the Policy will be recommended by the Marketing Committee to the Board of Directors for approval.

Policy Approved by BOD on xx/xx/xxxx

Effective Date:	July 27, 2021	Supersedes (date):	n/a
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