

**UNITED STATES PONY CLUBS  
POLICY STATEMENT**

**SUBJECT: SPONSORSHIPS**

**EFFECTIVE DATE: 1/25/97**

**POLICY NO: 7190**

**REVISED DATE: 10/24/15**

**I. PHILOSOPHY:**

In order to enhance USPC Inc.'s financial stability, the Board of Governors recognizes the value of accepting sponsorships.

**II. POLICY STATEMENT:**

It is the policy of the Board of Governors that USPC, Inc. accept sponsorships deemed beneficial to USPC, Inc. that are supportive of its mission.

**III. AMPLIFYING INSTRUCTIONS AND GUIDELINES:**

A. Each USPC, Inc. sponsorship contract shall be negotiated by the Executive Director-and the Development Director after consultation with:

1. The President
2. Chair of Development
3. Chair of Marketing and Communications
4. Marketing and Communications Director
5. And Legal Counsel who shall review the contract.

B. All sponsorships shall be in keeping with the educational philosophy of USPC, including products and equipment relating to human or equine use. No sponsorship shall be accepted if it in any way compromises the safety or educational standards of USPC.

USPC, Inc. does not accept advertising from the following categories of products, Tobacco, Alcohol, Contraceptives, and Firearms. This list may be amended at any time.

C. All Sponsorships shall be submitted to the Board of Governors for approval.

**IV. DELEGATION OF AUTHORITY:**

- A. The Executive Director shall have the responsibility for implementation of this Policy.
- B. The President shall have oversight of this policy.

**V. ENACTMENT:**

Established:  Date: 10/29/00  
Board President