

**UNITED STATES PONY CLUBS  
POLICY STATEMENT**

**SUBJECT: ENDORSEMENTS**

**EFFECTIVE DATE: 1/27/97**

**POLICY NO: 7200**

**REVISED: 10/28/12**

**I. PHILOSOPHY:**

In order to promote USPC, Inc.'s philosophy on safety and equestrian education, to provide guidance to USPC members, and to provide a framework for relationships with organizations, publishers, manufacturers, and vendors, the Board of Governors recognizes the importance of a policy on endorsements.

**II. POLICY STATEMENT:**

The policy of the Board of Governors is that the Board may confer an endorsement to products or services that are consistent with USPC's philosophy on safety and equestrian education and that are supportive of its mission.

**III. AMPLIFYING INSTRUCTIONS AND GUIDELINES:**

A. USPC, Inc. shall seek and/or solicit opportunities to endorse products and/or services when determined to be beneficial to the advancement of the mission of the organization.

B. If asked to endorse a product/service, USPC, Inc. shall take the following steps:

1. PAC, with input from the appropriate council, shall consider whether or not the proposed endorsement is appropriate and will enhance USPC's mission.
2. Each USPC, Inc. sponsorship contract shall be negotiated by the Executive Director/Chief Executive Officer and the Development Director after consultation with:
  - a. The President
  - b. Chair of Development
  - c. Chair of Marketing and Communications

- d. Marketing and Communications Director
- e. And Legal Counsel who shall review the contact.

- C. The contract shall stipulate that the endorsement is for a specific time period.
- D. The contract with the product/service provider shall release USPC, Inc. for claims of product/service liability.
- E. 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.

**IV. DELEGATION OF AUTHORITY:**

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

**IV. ENACTMENT:**

*Marg P. Heath*

Established: \_\_\_\_\_ Date: 8/02/05  
Board President