Advertising & Sponsorship Program Policy

This policy is designed to protect the ISSP brand and ensure that all advertising and sponsorship partners featured in ISSP’s communications (e.g., social media, mailers, website, etc.), align with our mission and values. Advertising and sponsorships provide ISSP with direct and indirect revenue generation and allow the organization to develop relationships with for-profit and nonprofit entities spanning a variety of industries. ISSP’s acceptance of such monies does not constitute an endorsement of the advertiser’s or sponsor’s business, practices, products, services, or facilities.

All advertising and sponsorships shall be consistent with ISSP’s mission of empowering professionals to advance sustainability in organizations and communities around the globe. In so doing, this program supports three key activities that help ISSP build a capable workforce, trained to the highest standard of excellence:

1. **Collaboration** - Providing opportunities for sustainability practitioners to define the profession by sharing ideas and resources through Local Chapters, our private SocialLink® platform, and larger-scale in-person events.

2. **Capacity Building** - Supporting high quality professional development for sustainability practitioners throughout their careers, by offering instructor-led, on-demand courses, and monthly webinars.

3. **Partnering Toward Goals** - Joining with strategic partners to extend our reach and achieve the Sustainable Development Goals (SDGs).

Mission Alignment

ISSP will prioritize relationships with advertisers and sponsors that share our mission and those that can help us achieve that mission. Under no circumstances will ISSP have relationships with advertisers whose missions, values, or conduct obviously conflict with that of the organization.

Code of Ethical Standards

All advertising and sponsorship partners will commit, and annually recommit, to upholding ISSP's Code of Ethical Standards. A breach of this Code will result in the immediate termination of the relationship and removal of the partner's name from all ISSP correspondence.

Transparency

ISSP will be fully transparent about the relationship it holds with its advertisers and sponsors:
1. All advertisements will be clearly labeled as such in the communications where they appear.
2. All sponsor names and logos will be listed on the Sponsorship page of ISSP’s website. ISSP’s Sponsorship page will clearly state that ISSP does not endorse the sponsor’s business, practices, products, services, or facilities.

**Brand Image**

To protect ISSP’s strong reputation, all advertisements will be of a quality consistent with ISSP’s brand image. Therefore, advertisers will comply with the following rules:

1. The advertiser must include their logo as part of the message, so the viewer can clearly identify them as the advertiser.
2. Advertising claims must be clear, truthful, and substantiated—accurately reflecting the web content cited in the ad’s offering.
3. Ads must be clean, visually appropriate to the ISSP brand (see Style Guide), grammatically correct, and professional.
4. Providing camera ready artwork of appropriate resolution for the communication channel will be the responsibility of the advertiser.
5. Distracting (dynamic) ads will not be permitted, including flashing, blinking, or pulsating content.
6. ISSP will distinguish all ad content from non-ad content by placing the ads in a clearly defined area, with a standardized border and/or other such visual signifier.border or neutral background.