



GUIDELINES FOR BASF/JDC CO-SPONSORSHIP OF EVENTS AND PARTICIPATION IN COALITIONS

CO-SPONSORSHIP POLICIES

A member of the executive staff may bring forward a co-sponsorship opportunity for BASF or JDC. With the approval of the Executive Director or her designee, BASF can agree to cosponsor a seminar or event in one of two ways:

- I. BASF agrees to serve as the MCLE provider for the event or, in the case of a non-MCLE event, agrees to serve as the primary organizer of the event.
 - A. When the association agrees to act as the MCLE provider for the event, all registration fees must be received in BASF's offices. BASF will keep all MCLE records, staff the event, and provide a full range of marketing and publicity services, as it is available. The association will retain all fees for the event or seminar. All costs associated with the seminar or event will be paid from those funds. The CLE Department will arrange for site location and other logistics usually associated with organizing a seminar.
 - B. When the association agrees to cosponsor a reception or forum or some other non-MCLE event, and the cosponsoring organization wants BASF to serve as the primary organizer, the same services would be provided and the same financial arrangements will be made.
- II. BASF agrees to cosponsor the event or seminar but the cosponsoring organization will be the MCLE provider or, in the case where MCLE is not an issue, will be the primary organizer for the event:
 - A. With appropriate notice and space available, the event will appear in BASF's website Calendar of Events, the BASF Bulletin newspaper, in eNewsletters and/or in social media.
 - B. No other financial obligations will be incurred without specific approval from the Executive Director or her designee.
 - C. The Executive Director, or her designee, will decide if the value and/or goodwill the co-sponsoring opportunity is one that will benefit BASF and/or JDC.

BASF/JDC Co-Sponsorship Checklist Form

Name of requesting organization _____

Organization's contact person _____

Phone _____ Email _____

Description of event or program _____

Date _____ Time _____

- Reason for requesting BASF/JDC co-sponsorship _____
- Number of people being reached with co-sponsorship _____
- Marketing opportunities for BASF/JDC (logo use on materials, ad in program book, speaker on panels, etc.)

- Dollar value of the opportunity for BASF/JDC (ask the requesting organization for an advertising media rate sheet) or goodwill which will be generated for BASF/JDC

- BASF/JDC marketing plan for publicity (BASF Bulletin, eNewsletters, social media, email to sections, etc.)

- Dollar value of all items being offered to the requesting organization (use the media rate sheet or consult with Communications) _____

Checked for BASF/JDC conflicts (MCLE being offered, conflicting events, etc.)

Recommendation to BASF Executive Director/Deputy Executive Director _____

Signed _____ Date _____