**NC Chiropractic Association (NCCA) Sponsorship Policy**

*Approved by NCCA Board on 1/24/2015 – Revised 9/13/2019*

1. **Corporate relationships must uphold the NCCA’s mission and preserve member trust.** The NCCA will refrain from associating with companies that have the potential to damage the NCCA’s image because of the nature of the companies' products, services, or reputation. Standards include:
* The company's products or services must be compatible with and complement the NCCA’s mission and values.
* The company must have a high degree of integrity, a strong corporate reputation, and a track record of maintaining a high level of product/service quality.
* The company must demonstrate ethical business practices and a positive image.

1. **The NCCA does not directly endorse products or services.** Although the NCCA offers partnership and affiliate opportunities, such opportunities do not provide for endorsement of an organization's product or service.

1. **The NCCA always maintains control of its marks/logos.**

The NCCA marks/logos may not be used in a manner that expresses or implies endorsement of a partner's products or services.

1. **The NCCA board will approve all partner applications. The NCCA does not offer partnerships to any entity that delivers chiropractic services.** An entity that employs chiropractors to provide chiropractic services will not enter into a partnership agreement with the NCCA but can participate in other marketing avenues and arrangements such as convention exhibition.