**National Recreation and Park Association**

**Guidelines for Corporate Support**

The National Recreation and Park Association (NRPA) works closely with corporate partners to develop relationships that benefit the companies and our mission. We welcome corporate relationships that help the organization fulfill its mission in the following ways:

* Delivering its message about the essential services parks and recreation deliver to the public to a wider audience than NRPA could reach using its own resources.
* Accomplishing NRPA’s goals and objectives for existing and newly formed programs.
* Providing NRPA approved or jointly developed educational tools and materials to NRPA members.
* Providing vital support to ensure that parks and recreation will be enjoyed for generations to come.

NRPA’s formal agreements with corporations are designed to prevent any undue corporate influence particularly where there is a possibility that corporate self-interest might tend to conflict with NRPA’s core values.

In its relations with corporate organizations, NRPA is mindful of the need to avoid a perception of conflict of interest and to act at all times in a way that will only enhance the credibility and professional reputation of NRPA and its members. The value of NRPA’s name and brand depends on its reputation for integrity. For this reason, NRPA will not authorize use of its name or logo that would diminish that value or damage its reputation.

**General Requirements for Acceptance of Corporate Gifts**

* The gift from the corporation must align with NRPA’s strategic goals, mission, and vision
* The gift must further the work of NRPA
* The gift must conform with NRPA positions, policies, and philosophies
* NRPA must have editorial control of all content in materials bearing the NRPA name
* Agree to obtain written approval of materials before use, publishing or dissemination
* Clear separation of NRPA messages and content from brand information or promotion
* NRPA does not accept gifts from companies in the tobacco or alcohol industries
* No endorsement of any particular brand or company product
* The gift includes direct and indirect costs associated with the project
* In general, there will not be exclusive arrangements in promotions although exclusivity is acceptable for sponsorships. Exclusivity may be granted for a particular activity for a specific time period if there is sufficient benefit to NRPA
* NRPA does not permit the free use of NRPA content of logos in publications or web sites where the effect of the NRPA name is to help the publication or web site increase circulation or sell advertising or subscriptions