



APPROVED
Board of Directors
January 31, 2017

EXHIBIT

GVR Advertising & Sponsorship Policy

Overview

As a means of defraying operating expenses associated with maintaining and improving the corporation, non-dues revenue generation was earmarked as one of five focus areas within GVR's Five-year Strategic Plan adopted by the Board of Directors in 2013. Advertising and sponsorship sales remain a key element in non-dues revenue generation, and is a component of each GVR Board-endorsed annual Work Plan, beginning 2014. This includes accepting paid advertising and sponsorships through various GVR publications and communications, and within corporate facilities, including sports courts and other outdoor facility venues. Revenue generated from paid advertising and sponsorships is returned to the general operating budget unless otherwise directed by the Board of Directors.

The purpose of the following policy is to establish guidelines and restrictions for paid advertising and sponsorships by for-profit and non-profit entities with Green Valley Recreation, Inc.

ADVERTISING & SPONSORSHIP POLICY

1. Purpose

To realize maximum benefit from non-dues revenue from advertising and sponsorship sales as a means of defraying expenses associated with maintaining and improving the corporation.

2. Applicability

This policy is applicable to GVR staff designated to manage GVR's advertising and sponsorship program and/or outside contractors hired by GVR to administer its advertising and sponsorship.

3. Advertising & Sponsorship Sales

- a. Commercial Sales - Space is available for paid advertising and sponsorships by for-profit commercial businesses and non-profit organizations at published rates determined by staff. GVR reserves the right to barter or trade out advertising with businesses in exchange for an equal value of goods or services.
- b. GVR Clubs - Recognized GVR clubs receive a 20 percent (20%) discount on published commercial rates, provided space is available and unsold.
- c. GVR Member-owned Businesses - GVR member-owned businesses receive a 10 percent (10%) discount on published commercial rates, provided space is available and unsold.

4. Member Service Announcements (MSA) & Public Service Announcements (PSA)

The Corporation reserves the right to use any unpaid advertising space to promote GVR programs, services and activities that it organizes or offers in partnership with the GVR Foundation or any other another organization.

5. Limitations and Restrictions

The Advertising and Sponsorship Program shall be managed in a manner that produces as much net revenue as practical, while ensuring that advertising and sponsorship does not:

- a. Diminish GVR, its reputation in the community or its members
- b. In any way interfere with GVR's operations
- c. Promote and/or endorse tobacco or tobacco-related products, including E-Cigarettes
- d. Promote and/or endorse anything that is contrary to state or federal law
- e. Promote any political ballot issue, cause or candidate
- f. Discriminate against age, race, color, ancestry, country of origin, disability, ethnicity, marital status, family status, veteran status, gender, religion, sexual orientation or gender identity (see *GVR Non-Discrimination Policy, adopted 11/18/2015*)

6. Permitted Sales

Commercial Advertising and Sponsorship Program sales may involve products and services often associated with adult and senior communities, including but not limited to the following:

- a. Pharmaceuticals pertaining to personal health problems (e.g., arthritis; high blood pressure; etc.)
- b. Pharmaceuticals pertaining to sexual activity (e.g., Viagra; Cialis; Amoril; etc.)
- c. Alcoholic beverages

Recommendation

Approve the Advertising and Sponsorship Policy, as presented. Further, incorporate the Policy into an appropriate location within the Corporate Policy Manual.