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there any exemptions to the sponsorship rules? Yes: Admission charges for
conferences, meetings or other events - for example party conference entry passes or
an admission fee to attend an event organised by or on behalf of a party, regulated
organisation or individual The purchase price of any publications Commercial rate
payments for adverts in publications – any amounts above the commercial rate will not
be exempt and will be considered a donation if the value exceeds £500 Some payments
for conference stands Are all types of advertising exempt? No. The exemption only
applies up to the commercial value of adverts which appear in publications. For
example, adverts that appear in any publication, including a publication which sets
out a party's policies, such as a manifesto ahead of an election. Payments for any
other type of advertising, such as banners at an event or digital advertising at a
virtual event, should be treated as sponsorship if they help meet the cost of the
event. Advertising payments that do not help to meet the costs of an event or
publication in any way do not count as sponsorship. For example, if you sell
advertising space for your online event and do not incur any direct costs for the
event. However, if someone pays more than the commercial value of an advert, the
difference between what they pay and the commercial value will be a donation. Last
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