



Missouri Association for the
Education of Young Children

Advertising Pricing

Sponsorships for Conferences and Logo placed on MOAEYC website

Gold Level

- Free Booth at up to 2 MOAEYC/Chapter Conferences per year
- Full page ad in the conference programs, listed as a sponsor
- Ability to include or provide promotional items for attendees (i.e. conference bags, SWAG)
- Premium spot in member e-newsletter (6x/yr)
- Premium spot in printed pre-conference materials
- Logo placed on MOAEYC website for one year
\$1000.00/year

Silver Level

- Free booth at 1 MOAEYC/Chapter Conference per year
- Full page ad in the conference program, listed as a sponsor
- Ability to include or provide promotional items for attendees
- Prominent spot in member e-newsletter (4x/yr)
- Prominent spot in printed pre-conference materials
- Logo placed on MOAEYC website for one year
\$750.00/year

Bronze Level

- Spot in email newsletter to public audience (4x/yr)
- Logo placed on MOAEYC website for one year
\$500.00/year

WEBSITE ADS:

Employers/ Jobs :

- Individual postings - \$50.00 per post (20% discount for members)

The following information will be posted on the MOAEYC website, in the e-news blasts, and in the conference materials when a company sponsorship (logo) is present, as required in the approved Sponsorship guidelines .

MOAEYC does not endorse commercial products; however, the Association values business relationships with other organizations. It should be clearly understood that commercial and noncommercial exhibits or sponsorships at MOAEYC conferences, and advertisements in its publications or on the MOAEYC web site, do not constitute an endorsement by the Association.

SPONSORSHIPS

I. DEFINITIONS, GENERAL PRINCIPLES, and LIMITATIONS

A. Definitions

1. **Sponsorship** - an expression of support by another organization for MOAEOYC or a MOAEOYC activity or event, with some provision of resources (funds or in-kind).

B. General Principles to Guide Sponsorships

1. All sponsorships by other organizations shall be guided by the overarching principle that the sponsorship is consistent with the mission, goals, philosophies, and positions of MOAEOYC.
2. Sponsorship of MOAEOYC is arranged and accepted on a case-by-case basis. Thus, sponsorship of MOAEOYC does not constitute or imply any endorsement of the other organization(s) or other projects or products produced by those organization(s).
3. The MOAEOYC name and corporate logo cannot be used by other organizations other than in conjunction with the sponsorship as described.

C. Collaboration with Chapter

1. MOAEOYC will work with Chapters to identify and promote jointly beneficial relationships with prospective sponsors.

D. Limitations on Sponsorships

1. **Editorial Control**—MOAEOYC shall retain all responsibility for the content of MOAEOYC publications, events, positions, policies and programming.
2. **Prohibition of sponsorship of research and related activities**—Sponsors shall not be involved in the design, implementation, analysis, or interpretation of any research conducted by or on behalf of MOAEOYC.
3. **No Endorsement of Commercial Products**—MOAEOYC does not endorse commercial products; however, the Association values business relationships with other organizations. It should be clearly understood that commercial and noncommercial exhibits or sponsorships at MOAEOYC conferences, and advertisements in its publications or on the MOAEOYC web site, do not constitute an endorsement by the Association.

Furthermore, acceptance of advertising, exhibits, or sponsorships does not imply endorsement by MOAEOYC, nor shall individual membership in MOAEOYC be used to imply MOAEOYC endorsement.
4. **Protection of MOAEOYC's 501(c)(3) Status**—No sponsorship shall be accepted which jeopardizes the tax-exempt status of MOAEOYC under Section 501 of the Internal Revenue Code.

II. PROCESS FOR CONSIDERING PROPOSALS FOR SPONSORSHIP OF MOAEOYC.

A. Proposals for Sponsorship of MOAEOYC

1. Proposals for sponsorship of MOAEOYC shall be made in writing (or electronically) and will be reviewed by the President and ED with a decision regarding sponsorship rendered by the Executive Board. Decisions will be based upon the principles and criteria as detailed herein.

B. Criteria for Reviewing Sponsorship Proposals

1. The proposal is consistent with and in furtherance of the MOAEYC mission, or an identified goal, purpose, or position of MOAEYC.
2. The proposal would not create an actual or perceived conflict of interest for MOAEYC.
3. The sponsorship shall be terminable at any time by MOAEYC, if it is determined by MOAEYC that such sponsorship is inconsistent with, and not in furtherance of the purposes of MOAEYC, or threatens the tax-exempt status of MOAEYC under Section 501 (a) of the Internal Revenue Code.

C. Action on Proposals for Sponsorship

1. The President shall inform the Executive Board of any year-round sponsorships that the Association may enter prior to the execution of legal contracts.
2. Sponsorships generally are arranged for a limited period of time as specified in the proposal, and may require resubmission and review to continue sponsorship.
3. After a sponsorship is accepted, the requesting organization will be allowed to use the phrase “Sponsor of the Missouri Association for the Education of Young Children ” (or “Sponsor of a specific MOAEYC event or activity”) and also may, with specific consent, be permitted to use the MOAEYC corporate logo on the project and its promotional materials. MOAEYC maintains the right to review and approve all language and graphic/electronic presentations (including promotional materials) which bear its name and logo before these are used.

D. Reports on Sponsorships

1. The President will report actions with regard to sponsorships to the Executive Board as soon as practical, and at a minimum of each meeting of the Governing Board.

III. GUIDELINES FOR THE SELECTION OF CORPORATE SPONSORS

A. Demonstrated Corporate Responsibility—MOAEYC shall seek prospective sponsorships from corporations whose mission, philosophy, and social concerns are compatible with those of MOAEYC.

1. The company must have a high degree of integrity, a strong corporate reputation and a track record of maintaining a high level of product or service quality.
2. The company must demonstrate ethical business practices and a positive image.
3. The Association will not directly endorse a sponsor’s products or services.
4. The sponsorship must be consistent with IRS Regulations as well as with the Council of Better Business Bureaus (CBBB) Standards for Charitable Solicitations.
5. If the sponsorship is determined by the Executive Board or Executive Director to violate any of the above principles, steps shall be taken to immediately end the sponsorship.