

### **Policy: Process for Entering into IPA Partnership**

Members of IPA as well as non-member individuals, organizations, and businesses may request to join into a partnership with IPA. A partnership is defined as an ongoing association between IPA and an individual, business, or organization that provides services, benefits or opportunities for IPA members but involves *no specific endorsement by IPA*.

1. Requests for partnership must be made in writing to the IPA executive director. Requests should describe the (1) product, opportunity, or service being offered, (2) the assistance requested by IPA in terms of outreach or advertising, (3) the potential benefit(s) of the partnerships for IPA members, (4) clearly states any potential conflicts of interest, (5) provides the exact methods and wording of any or advertising or promotional materials that will be used to describe the partnership with IPA.
2. Requests will be discussed and voted upon by the IPA executive council. All partnerships are approved for an initial period of one year.
3. IPA members will be notified of all partnerships approved by the executive council. Additionally, approved partnerships will be described on the IPA website and will highlight the benefits to members while making clear that the partnership carries no specific endorsement of the service by IPA.
4. Ongoing partnerships will be evaluated yearly by the executive council to determine eligibility for renewal. Either party in a partnership will provide 30 days advance notice of dissolution of the partnership.

### **Policy: Processing for Requesting IPA Endorsement**

Members of IPA as well as non-member individuals, organizations, and business may request an (1) endorsement of a product, opportunity, or service by IPA or (2) a partnership (defined above) that also carries an endorsement by IPA. An endorsement is defined public approval and promotion of a product, service, or opportunity for IPA members and will be clearly indicated as such by IPA.

1. Requests for endorsement must be made in writing to the IPA executive director. Requests should describe the (1) product, opportunity, or service being offered, (2) the assistance requested by IPA in terms of outreach or advertising, (3) the potential benefit(s) of the partnerships for IPA members, and (4) clearly states any potential conflicts of interest, (5) provides the exact methods and wording of any or advertising or promotional materials that will be used to the endorsement/sponsorship with IPA, and (6) a rationale for endorsement by IPA. Written requests must be submitted by February to provide
2. A minimum amount of \$5000 in deliverable benefits to the association is required to accompany any request for endorsement/sponsorship.
3. Requests for endorsement will then be screened and discussed by the IPA executive council. Council will then vote to determine if the endorsement request should be presented to the entire membership.
4. Those endorsement requests approved by council will be presented to the IPA membership. Members will be given the opportunity to provide public comment over a minimum period of two weeks on the endorsement request.
5. Following public comment, requests for endorsement will be voted on by the IPA membership. These votes will occur only once per year during the regularly scheduled election.
6. All endorsement requests are approved for an initial period of three years.
7. Ongoing endorsements will be evaluated every three years by the executive council to determine eligibility for renewal. Either party in a partnership will provide 30 days advance notice of dissolution of the partnership.
8. All endorsement renewals will be voted on by the full membership during regularly scheduled elections.