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## VERMONT LEAGUE OF CITIES AND TOWNS

# POLICY for Advertising, Sponsorship and Contributing Membership

- I. The Policy shall apply to:
  - a. all publications of the Vermont League of Cities and Towns, such as *VLCT News*, for which the League offers advertising space for services and products; and
  - b. all functions or meetings, such as the VLCT Town Fair, at which the League offers
    1. space for exhibitions, demonstrations or displays of services or products; or
    2. underwriting or sponsorship opportunities of any kind; and
  - c. all VLCT contributing members.
- II. The Policy shall be applied in the judgment of the VLCT staff, subject to consultation with the Executive Director where deemed appropriate, to:
  - a. requests for placement of advertisements in any League medium,
  - b. requests for exhibit space at League functions,
  - c. contributing membership applications, and
  - d. any other sponsorship opportunity.
- III.
  - a. No advertisements, displays, exhibitions or demonstrations shall be accepted which appear to:
    1. contain false, misleading or deceptive statements, claims or implications;
    2. disparage or attack the products, services or reputation of another person, company, organization, or association;
    3. contain offensive or obscene statements;
    4. contain endorsements or solicitations for or by political candidates or organizations;
    5. violate any law or statute; or
    6. be inconsistent with or contrary to the general goals, purposes and functions of the Vermont League of Cities & Towns.
  - b. The League reserves the right to label any advertisement as such – e.g. “Paid Advertisement” – to indicate that the message portrayed does not reflect the support, endorsement or position of the Vermont League of Cities & Towns.
- IV. All contributing members must agree to the conditions as outlined in the eligibility criteria of contributing membership. Any contributing member who no longer meets these criteria or who claims to represent the League shall, upon action of the VLCT Board of Directors, have their contributing member status rescinded with no refund of any portion of the annual dues paid. The decision of the Board of Directors shall be final.

*Sponsor of:*

VLCT Health Trust, Inc.

VLCT Municipal Assistance  
Center

VLCT Property and Casualty  
Intermunicipal Fund, Inc.

VLCT Unemployment  
Insurance Trust, Inc.

Revised 02/09