



Sponsorship and Corporate Advertising Policies

Sponsorship and corporate advertising are issues you might want to include in your nutrition policy (see Information Sheet #4 on page 51). The alternative is to draft an entirely separate sponsorship and corporate advertising policy. At the very least, it's a good idea to outline your facility's 'principles' on the issue, to guide decision-making.

Sponsorship

Many recreation facilities have contracts with food and beverage companies that sponsor programs, sports teams, or the facility in general. Usually, this sponsorship comes at a price of course, in exchange for exclusive food and beverage sales in the facility.

Recommendations:

1. Do not enter into exclusive contracts with food and beverage companies.
2. If you're already in an exclusive contract, negotiate with the sponsor to have only Healthy Choices sold in the facility, or at sponsored events or programs.

Corporate Advertising

Although not common in recreation facilities to date, corporate advertising is a reality in some places. This might be an emerging issue, so it's important to develop key principles for dealing with corporate sponsors who expect to advertise in your facility.

1. Negotiate to limit images to only 'healthy' images (posting on vending machines a picture of bottled water or an athlete, for example, rather than soda pop).
2. Work with ethical sponsors who support your healthy choices goals.