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International Council of Museums

Operating Policy

OP 07.04

SUBJECT: Sponsorship

DATE: June 1, 2007

PURPOSE:

The purpose of this Operating Policy is to define and establish the International Council of Museum's policy for sponsorships. This policy will delineate the rights and responsibilities of both ICOM and the Sponsor.

REVIEW:

This Operating Policy (OP) will be reviewed by April 1 of each odd-numbered year by the Chair of the Legal Affairs and the Director General with recommendations for revisions forwarded to the Executive Council by May 1.

POLICY

For the purposes of this policy, sponsorship shall include such activities as endorsing or vouching for someone or something (event, institution, or organisation), and may include various forms of financial or material aid or assistance.

There are two aspects to the sponsorship issue that are of concern to ICOM. The first part is the sponsorship of ICOM events by outside organisations, businesses, and individuals. The second part is the sponsorship of events by ICOM through the use of the organisation's identity, name, or logo. Because both occurrences are important to ICOM, it is imperative that in no instance shall ideological, financial, or political justification come before careful and prudent stewardship of the name and professional reputation of ICOM.

No sponsorship by or for ICOM shall be undertaken or allowed that will in any way impose upon the creditability or professional standing of the organisation.

No National or International Committee, Regional **Alliances**, or Affiliated Organisation, or individual member shall promote, encourage, or allow sponsorship of an ICOM activity that endorses or appears to endorse a commercial product or service.

ICOM must uphold the dignity and honour of the organisation and the museum profession in all sponsoring activities.

SPONSORSHIP OF ICOM EVENTS

- a. Sponsorship of ICOM events, meetings, symposia, or workshops by commercial or philanthropic entities is often desirable and necessary; however, all sponsorship activities must be carefully assessed with careful attention being given to the nature, reputation, and purpose of the proposed Sponsor.
- b. National or International Committees, Regional **Alliances**, or Affiliated Organisations may receive financial or in-kind support for events, meetings, symposia, or workshops provided that assistance does not jeopardize the legal or ethical integrity of any part of ICOM.
- c. National or International Committees, Regional **Alliances**, or Affiliated Organisations receiving financial or in-kind support for events, meetings, symposia, or workshops from commercial or philanthropic entities may acknowledge such assistance by including a statement in the program and by including a company or organisation logo, provided the ICOM logo is not in a position of secondary importance to that of the sponsoring organisation (see Publications Policy).
- d. National or International Committees, Regional **Alliances**, or Affiliated Organisations shall not relinquish content control of any events, meetings, symposia, or workshops to the Sponsor.
- e. Sponsors shall not use ICOM affiliation, ICOM resources, or the influence of ICOM in local, national, or international activities in ways that promote commercial or self-serving concerns or interests for ideological, financial, or political purposes.
- f. ICOM shall have the sole and exclusive right to use and to allow or refuse to others, the use of the words “International Council of Museums” (**in all languages**), “ICOM,” or the ICOM logo.
- g. Sponsors cannot use the words “International Council of Museums” (**in any language**), “ICOM,” or the ICOM logo in conjunction with any product or service unless approved in writing by the Director General.
- h. Sponsors cannot use the words “International Council of Museums” (**in any language**), “ICOM,” or the ICOM logo in conjunction with any activity or program, or as a part of a composite name, to identify related programs. For example, the words or logo may not appear on stationery, bulletins, press releases, commercial enterprises or services produced by the Sponsor.
- i. Sponsors cannot use the words “International Council of Museums” (**in any language**), “ICOM,” or the ICOM logo separately or in conjunction with the name of any other program, person, or activity for the purpose of soliciting funds for any activity other than those authorized by ICOM.

- j. Use of the words "International Council of Museums" **(in any language)**, "ICOM," or the ICOM logo on the Internet requires written authorization from the Director General of ICOM.

SPONSORSHIP OF EVENTS BY ICOM

- a. ICOM recognizes the importance of encouraging interaction between its members and the public and private sectors as a means for promoting the values and beliefs of the museum profession; however, sponsorship of any events or activities other than those developed and supervised by recognized elements of ICOM must be carefully considered by the Director General, the Chair of the Legal Affairs Committee, and the President. Instances of particular concern may be referred to the Executive Council for final determination.
- b. All requests for ICOM sponsorship must be submitted in writing with a complete description of the project, the audience being served, the budget, the level of sponsorship being requested, and a clear statement of how the event relates to the mission of ICOM. The request must be signed by the requesting party and endorsed by the President of the National Committee of ICOM in the nation/state in which the event is to occur. The Director General must receive the comprehensive document at least six (6) months prior to the event. No action is to be taken by the requesting entity until written authorization to proceed is received from ICOM.
- c. In general, ICOM will not lend its name, logo, or endorsement to organisations, events, individuals, or other entities except those activities directly related to the mission of ICOM and initiated by authorized elements of ICOM such as National or International Committees, Regional **Alliances**, and Affiliated Organisations.
- d. The date, location, and contact information for meetings and events initiated by National and International Committees, Regional **Alliances**, and Affiliated Organisations must be sent to the Secretariat for inclusion in *ICOM News* as an announcement to all members who may wish to attend.
- e. Individual members of ICOM shall not enter into a sponsorship relationship with a private business or professional entity unless authorized in writing by the Director General following consultation with the Chair of the Legal Affairs Committee, the President, and any other party determined to have insight into the particular instance.
- f. No National or International Committee, Regional **Alliances**, or Affiliated Organisation shall assume a sponsorship relationship with any private business, professional entity, or philanthropic organisation that represents a position of organisational endorsement.
- g. Individual members shall not use the words "International Council of Museums" **(in any language)**, "ICOM," or the ICOM logo as implied sponsorship for personal gain. This restriction does not include notations of service on resumes and curriculum vitas.

General Sponsorship Statement

Recognizing that every potential sponsorship issue cannot be addressed in an OP, this General Statement will provide guidance for the decision making process.

ICOM will not enter into any sponsorship that diminishes or demeans the professional and ethical values advocated by the organisation and its members, nor will ICOM knowingly participate in sponsorship activities that directly or indirectly disregard, misrepresent, or debase the cultural or natural heritage of any people.