

Partnership and Endorsement Policy

I. PURPOSE

The United States Rugby Players Association (“USRPA”) welcomes partnership and endorsement opportunities with outside entities whose products or services are consistent with USRPA’s core mission and contribute positively toward its membership. The purpose of the USRPA Partnership and Endorsement Policy is to define under what circumstances the USRPA will enter into partnerships or endorsements, and to provide guidance in the development of those relationships that will further serve the USRPA’s mission and goals, and enhance or improve USRPA services and programs.

The USRPA Partnership and Endorsement Policy is designed to protect the USRPA’s name and discourage misrepresentation of relationships with outside entities. This policy governs all public representations of affiliation with the USRPA. Such representations may include, but are not limited to, an organization’s website, brochures, promotional materials, publications, and other related materials. The USRPA reserves the right to determine if the scope of any authorized use is misrepresented, and to take corrective action as deemed appropriate.

This policy provides the following guidelines for entering into partnership, sponsorship, or endorsement agreements.

II. SCOPE

This policy applies to proposals seeking to partner with, sponsor, or secure the endorsement of the USRPA. For example, the policy applies to charitable requests, as well as instances where the use of the USRPA name and/or logo is desired. This policy does not apply when seeking to obtain group licensing or individual player rights, including endorsement deals. In situations where both USRPA and player rights are requested, this policy shall apply to the extent that the principal purpose of the request is to secure the partnership or endorsement of the USRPA.

Strict requirements govern the use of the USRPA name, identity, and logo. Unless a specific and express license has been granted by the USRPA, the USRPA name, identity, and logo may not be used in a manner that is misleading or suggests or implies USRPA endorsement or approval of any person, product, service, or activity. The following provisions apply to all USRPA partnerships and endorsements with institutions, organizations, businesses, government entities and/or individuals.

III. DEFINITIONS

Applicant: An institution, organization, business, government entity or individual that submits a proposal to the USRPA in an effort to become a partner (as defined herein) with the USRPA.

Partner: An institution, organization, business, government entity or individual that collaborates with the USRPA to provide programs and/or services in ways that are mutually beneficial to and in support of the missions of both the USRPA and the partner.

Endorsement: The USRPA providing material, non-financial support to the institution, organization, business, or individual seeking an endorsement.

License: Written and express permission to use the USRPA name, identity and logo in connection with approved promotional and/or business materials.

IV. PROCESS

The steps for the creation of a partnership or endorsement with the USRPA are as follows:

1. To propose a relationship with the USRPA, the Applicant must submit a proposal according to the specific format as outlined in the “Proposed Partnership Outline Format” section below;
2. All submissions will be logged in accordance with file date and Applicant will receive an email noting such date;
3. The Board of Player Representatives (or a designated committee) will review and evaluate all applications in a timely fashion;
4. If review of the proposal yields interest and appears to be mutually beneficial based on the USRPA’s mission/goals and the selection criteria specified herein, a member of the USRPA staff will contact the Applicant;
5. Specific partnership or endorsement agreements appropriate to the project will be drafted jointly. There is no specifically prescribed format for such agreements, which may take any of several forms depending on the desired relationships among parties;
6. The partnership/endorsement relationship will commence once a written partnership or endorsement agreement is fully executed. All partnership or endorsement agreements shall be subject to all applicable laws and regulations while being consistent with the goals and purposes of the USRPA.

V. SELECTION CRITERIA

The USRPA will determine and use selection criteria, based upon the nature and character of each proposed agreement, to evaluate potential partnership or endorsement opportunities. The selection criteria used to evaluate a prospective partnership or endorsement may include, but are not limited to, the following:

- Project alignment with USRPA mission and goals;
- Ability to meet or serve the needs of USRPA members;
- Alternatives that currently exist, or have been considered, to serve the audience identified in this project;
- The number and demographic profile of target audience or beneficiaries;
- Ability to provide assurance to the USRPA of the long-term stability of the proposed partnership, both for operations and for maintenance standards;
- Reasonable and competitive costs for participants;
- Overall benefits for both the USRPA and the Applicant;

- The compatibility of the products, customers and promotional goals with the USRPA's mission;
- Operating and maintenance costs associated with the proposed partnership;
- Timeliness or readiness of the Applicant to enter an agreement;
- Actual value in cash, or in-kind goods or services provided to the USRPA;
- Confirmed business partners of the Applicant to ensure the USRPA is protecting its interests;
- Confirmation that all agreements protect the USRPA's assets and interests, and result in benefits to the USRPA and its members. No partnership agreement will impair or diminish the authority of the USRPA over an event or program that is subject to the agreement;
- The availability of similar programs elsewhere in the community;
- The Applicant's willingness to submit the individual(s) and entity making the proposal to a comprehensive background check at USRPA's discretion.

Special Consideration: Requests made by current or former National Team Players will be given special consideration, but are still subject to the general requirements outlined herein.

VI. REQUIREMENTS

All partnerships and endorsements must adhere to the following baseline requirements:

- Must be consistent with the USRPA's philosophy, mission, vision, and values;
- Partnerships and endorsements shall not drive the USRPA's agenda or priorities;
- Must not give unfair advantage to, or cause discrimination against, any sectors of the community;
- Decisions shall be made consistent with all other USRPA policies and procedures;
- Approval by the USRPA Board of Player Representatives (or appropriate committee);
- Partnership or endorsement is NOT to be construed as an endorsement of Applicant's products or services unless specifically stated;
- Must not violate existing USRPA obligations or relationships;
- All gifted products, materials, services and financial contributions require USRPA approval and must meet the specifications and standards of the USRPA.

VII. RESTRICTIONS

The USRPA will NOT enter into partnerships or endorsements with any of the following:

- Applicants whose missions and values that do not align with those of the USRPA;
- Illicit or adult (activities restricted to adults) businesses, such as, but not limited to: tobacco firms or marketers; groups advocating hate or violence; firms or groups advocating illegal or inappropriate use of drugs or other illegal activity; businesses or entities promoting adult materials or services or with sexual associations such as escort services or establishments featuring X-rated or pornographic movies or materials; false, misleading or deceptive endorsements/underwriters; businesses or entities whose materials, services or products marketed to children that would be harmful to children; businesses that promote alcoholic

beverages when the target audience of the event, program, or facility is under the legal drinking age;

- Parties to a lawsuit adverse to the USRPA;
- Parties involved in any stage of negotiations for an USRPA contract, where a partnership or endorsement could impact negotiations.

The USRPA reserves to right to sever the partnership or endorsement based on the existence and extent of Partner's business relationships that may be contrary to existing USRPA relationships or the USRPA's mission. USRPA will submit reasonable notice to the Partner in this instance.

VIII. LOGO USAGE

The USRPA logo shall be used only by recognized parties who have gained the express, written consent of the USRPA. The official name, acronym, logo, and marks of the USRPA shall be reserved for its exclusive use, and may only be used by outside entities as authorized in writing by the USRPA and in accordance with this policy. The USRPA must review and approve each and every such usage. The logo will not be modified in any manner. No additional words or names are to be added or used to replace those in the logo. Without prior written consent by the USRPA, no license or authorization to use such marks by third parties in any manner will be given.

Anyone found in violation of this policy will be asked to remove the USRPA logo from their paraphernalia and/or electronic forms of communication immediately. The USRPA will pursue any and all legal remedies, including seeking monetary damages, to stop such unauthorized usage.

IX. PROPOSED PARTNERSHIP OR ENDORSEMENT OUTLINE FORMAT

Provide as much information as possible about the request, using the following form:

[Partnership Application Form](#)

Online form to apply for a partnership with, sponsorship of, or endorsement by the United States Rugby Players Association.