Advertising and Sponsorship Policy

National Back Exchange

Responsible Person

Sarah Thornton, Chair

Authors

Kerry Kemp, Vice Chair

Mary Muir, Publications Director

Content

1. Version Control Summary

Date	Version no.	Summary of changes	Consulting group / person
July 2024	1.0	New Policy	S Thornton, Chair K Kemp, Vice Chair M Muir, Publications Director

2. Introduction

a) The purpose of this document is to guide any form of advertising and sponsorship that may be sought and accepted by the National Back Exchange (Charity Number: 1202540). National Back Exchange is committed to developing appropriate advertising and sponsorship opportunities, to support its core activities either directly or indirectly. It will encourage commercial relationships that support the delivery of its strategic goals.

b) This document provides guidelines that must be adhered to by the National Back Exchange Board of Trustees and membership, contractors, suppliers, partners, prospective advertisers and sponsors, conference, webinar and event presenters, authors of articles, news events, digital and printed publications, website community forum contributors, and any other individuals or organisations collaborating with National Back Exchange on what is, and is not, an acceptable form of advertising for the National Back Exchange.

c) The guidelines apply to advertising and sponsorship opportunities connected to the National Back Exchange's assets, including conference, webinars and events, digital and printed publications, use of National Back Exchange name and logos, website and community forum, social media platforms, campaigns, services, and other activities that it has responsibility for.

d) The guidelines will help:
- Uphold the National Back Exchange's reputation and corporate identity.
- Define advertising and sponsorship.
- Secure the best value for money and maximise income.
- Establish a corporate approach and standards (including best practices)
- Ensure compliance with legislation and advertising industry codes.
- Ensure that our advertising practices are legal, ethical, and consistent with our values, mission, and aims.

3. Context and Scope

a) For the purpose of these guidelines, 'advertising' and 'sponsorship' encompasses goods, services, ideas, causes, opportunities, prizes, and gifts that may be promoted.

- **Advertorials and sponsorship content's primary purpose is promotional**, focusing on the intent to persuade or influence the audience to buy a product, use a service, or adopt a specific brand perspective. This is a paid for service.

- In contrast **educational content/materials**, including articles, case studies, presentations, webinars, and workshops, are designed to educate and enhance audience expertise and clinical application. They focus on delivering accurate, evidence-based information, ensuring content reliability and validity. These resources are impartial and objective, free from persuasive or promotional content, and are dedicated to enriching the audience's knowledge and skills on various

subject matters. Education content authors can state their place of work and job designation only, with no logos, product placement, or market research.

- The categorisation of content is at the discretion of the NBE Board of Trustees.

- Please refer to Appendix 1 for more details.

b) Advertisers and sponsors may include the National Back Exchange, partners of the National Back Exchange, and external organisations.

c) Advertising and sponsorship are paid for by advertisers or sponsors.

d) Advertising and sponsorship messages can take a variety of forms on internal National Back Exchange platforms and assets as detailed in 1.b and 1.c. National Back Exchange may access a variety of avenues to promote the Charity (e.g. newspapers, magazines, television commercials, radio advertisement, outdoor advertising, direct mail, blogs, websites, social media, conferences, study days, webinars, and text messages). These examples are not exhaustive.

e) A person who consumes advertising is anyone who is likely to receive a given internal or external marketing communication, whether during National Back Exchange business or otherwise.

f) The guidelines should be read in conjunction with any applicable regulatory codes.

These guidelines apply to all individuals and organisations described 1.b involved in the creation, planning, and execution of activities on behalf of the National Back Exchange.

4. Advertising

a) Advertising is defined as... “An agreement between the National Back Exchange and the advertiser, whereby the National Back Exchange receives money from an organisation or individual in consideration of which the advertiser gains publicity in the form of an advertisement in print, broadcast, verbal or electronic media”.

b) All published advertising activities should detail that this is a paid partnership for the service delivered via print, broadcast, verbal presentations, or electronic media. All agreements should include this level of transparency. Refer to the points 1.b and 1.c.

c) These guidelines are not an exhaustive list but ensure that all advertising falls within the rules and guidelines laid out by the Advertising Standards Authority (ASA).

All advertising must:

- uphold the rules laid out in the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code)
- take note of the Consumer Protection from Unfair Trading Regulations 2008, No1277, updated 2020, which seeks to protect consumers from unfair, misleading, or aggressive marketing practices and requires all advertisers to strongly comply with not only the letter but also the spirit of these regulations.

d) In line with the codes referred to above, advertisements should be:

- legal, decent, honest, and truthful
- created with a sense of responsibility to consumers and society.
- in line with the principles of fair competition accepted in business and that the codes are applied in spirit as well as letter.

e) National Back Exchange will not consider advertising or sponsorship that:

- is against the Advertising Standards Authority's advertising code.
- does not uphold the rules laid out in the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code)
- could be considered socially or politically contentious or conflicts with the policies, vision, values, or statutory obligations (e.g. equalities policies) of the National Back Exchange.
- has party-political associations or lobbying campaigns.
- involves unlawful prejudice and/or discrimination.
- creates legal or financial conflict with the interests of National Back Exchange
- conflicts with the National Back Exchange's branding and business activities,
- promotes smoking.
- promotes the irresponsible consumption of alcohol.
- promotes gambling or betting, except licensed or registered lotteries benefiting worthy causes e.g. society or local authority lotteries.
- promotes pornography or adult content.
- promotes weaponry.
- promotes payday lenders or financial organisations with punitive interest rates.
- infringes on any trademark, copyright, or patent rights of another company.
- appears to promote racial or sexual discrimination or discrimination based on disability, faith, gender, or age.
- could otherwise bring National Back Exchange into disrepute or conflict with contractual obligations.
- are likely to cause reputational damage to National Back Exchange

f) Private sector companies, public sector organisations, and individuals providing services and products that compete with those provided by National Back Exchange who may request to advertise. National Back Exchange retains the right to refuse advertising on the grounds that, it would not be appropriate to display advertising for 'competing services'. What constitutes a competing service will change from time to time and should, therefore, be judged on a case-by-case basis.

g) National Back Exchange shall reserve the right to terminate any contract or arrangement with a sponsor, where that sponsor has suffered a reputational loss due to its conduct and/or where that conduct is inconsistent with the National Back Exchange's vision and values.

h) National Back Exchange retains absolute discretion to reject any request for advertising space in any location from advertisers and sponsors. National Back Exchange reserves the right to remove advertising without reference to the advertiser.

i) The above list is not exhaustive, and any approach can be declined at the National Back Exchange's sole discretion.

j) Third-Party Supplied Advertising
   - National Back Exchange may contract a third party to supply advertising for a National Back Exchange publication or advertising platform.
   - Here a third party is responsible for the sale, or publishing of advertising, the contractual arrangements should include a requirement to comply with these guidelines.
   - National Back Exchange is responsible for managing the third-party arrangement and should approve the advertising provided by third parties to ensure that the arrangements comply with these guidelines.
   - The National Back Exchange Board of Trustees responsible for managing the third-party arrangement should approve the advertising provided by third parties to ensure that the arrangements comply with these guidelines.

5. Sponsorship

a) Sponsorship is defined as... “An agreement between the National Back Exchange and the sponsor, where the National Back Exchange receives either money or a benefit in kind for an event, campaign or initiative from an organisation or individual which in turn gains publicity or other benefits”.

b) All published sponsorship activities should detail that this is a paid partnership for the service delivered via print, broadcast, verbal presentations, or electronic media. All agreements should include this level of transparency. Refer to points 1.b and 1.c.

c) The guidelines aim to:
- maximise the opportunities to attract commercial sponsorship for appropriate events, campaigns, or initiatives.
- make sure that the National Back Exchange’s position and reputation are adequately protected.
- make sure an appropriate return is generated from sponsorship agreements.
- make sure that a consistent and professional approach is adopted to the development of sponsorship agreements.
- protect the National Back Exchange Board of Trustees from potential allegations of inappropriate dealings or favouritism with sponsors.

d) All sponsorship arrangements must meet the principles for advertising. Please refer to Section 3 above).

e) National Back Exchange will welcome all opportunities to collaborate with sponsors where such arrangements support its core vision and values. However, it will not enter into a sponsorship agreement if, in the reasonable opinion of the National Back Exchange Board of Trustees, the agreement:
- may be perceived as potentially influencing the National Back Exchange, it is the Board of Trustees conducting its statutory functions to gain favourable terms from the National Back Exchange on any business or other agreement.
- aligns the National Back Exchange with any organisation or individual which conflicts with its vision and values.

f) The National Back Exchange will therefore not enter sponsorship agreements with:
- organisations that do not comply with the National Back Exchange’s Advertising guidelines (above) or the Advertising Standards Authority code of practice.
- organisations in financial or legal conflict with the National Back Exchange
- organisations with a political purpose, including pressure groups and trade unions.

- organisations involved in racial or sexual prejudice or discrimination based on disability, faith, gender, or age.

g) Private sector companies, public sector organisations, or individuals providing services or products that compete with those provided by National Back Exchange, may request to become a sponsor. However, the guidance toward competitor sponsorship will be reviewed on a case-by-case basis. National Back Exchange retains the right to refuse sponsorship on the grounds that, in National Back Exchange's opinion, it is inappropriate, or it conflicts with services and products already provided by the organisation.

h) The list above is not exhaustive, and National Back Exchange retains the right to decline sponsorship from any organisation or individual in respect of services and products which the National Back Exchange Board of Trustees in its sole discretion considers inappropriate.

i) National Back Exchange will agree with the sponsor on the nature and content of the sponsorship opportunity and will retain the right to approve all published sponsorship, advertorial, and promotional material.

6. General Terms and Conditions

a) National Back Exchange shall reserve the right to terminate any contract or arrangement with an advertiser or a sponsor, where that advertiser or sponsor has suffered a reputational loss due to its conduct and/or where that conduct is inconsistent with National Back Exchange's vision and values.

b) National Back Exchange will not be liable for any loss or damage caused by amendment to advertisements and sponsorship either in print or electronic, through error, late publication, or non-publication from any cause whatsoever.

c) National Back Exchange will not accept liability for any error on the part of third parties or due to inaccurate instructions.

d) The advertiser or sponsor is solely responsible for fulfilling and dealing with any orders or inquiries relating to the goods, services, products, or promotion to which the sponsorship or advertising relates and **will not** assign liability to National Back Exchange.

e) The advertiser or sponsor acknowledges that National Back Exchange is subject to the Freedom of Information Act 2000 and will assist National Back Exchange at its own expense to enable it to comply with its information disclosure requirements under the Act as may arise concerning the advertisement and/or sponsorship agreement.

f) The advertiser or sponsor acknowledges that all the information and data collected in this advertising and/or sponsorship agreement will be used in line

with the Data Protection Act (2018), Information Commissioners Office, National Back Exchange Privacy and Information Policy, and National Back Exchange Social Media Policy.

g) All parties will take appropriate steps to ensure that no conflict of interest arises about the advertising or sponsorship agreement.

h) Agreement/contract terms should state the quotation, purchase order, invoice, and payment process related to an advertising and or sponsorship package that should be undertaken. All payments should be made in full prior to the commencement of the agreed advertising and sponsorship activities.

7. Responsibility and Procedures

a) The primary responsibility for ensuring advertising and sponsorship arrangements comply with these guidelines, and other applicable regulatory codes rests with the Chair of National Back Exchange, associated Trustees, and the Association Administration Team.

b) Before agreeing on advertising or sponsorship, National Back Exchange will consider the guidelines set out in this document and adhere to the guidance provided.

c) The overall management of advertising and sponsorship agreements across National Back Exchange will be the responsibility of the National Back Exchange Board Chair following consultation with the Board of Trustees and, the Association Administration Team

a) All advertising content, copy, artwork, and revisions must be reviewed and approved by the National Back Exchange Board Chair following consultation with the Board of Trustees and the Association Administration Team

d) All potential advertisers and sponsors should be referred to these guidelines for information and guidance.

e) All organisations contracted by National Back Exchange; and the National Back Exchange Board of Trustees must adhere to these guidelines.

f) The National Back Exchange Board of Trustees, private sector companies, public sector organisations, or individuals responsible for advertising and sponsorship arrangements will consider the possible impacts of agreements that compete with the services or products provided by the National Back Exchange.

g) If any advertising or sponsorship campaign does not fall within the guidance contained in this document, the Chair of the National Back Exchange Board of Trustees will be consulted to conclude.

h) The National Back Exchange Board of Trustees are required to declare in advance if they have any personal interests, involvement, or conflicts of interest with any potential sponsors or advertisers. In the event of a conflict of interest, the specific Trustee will take no part in consideration of advertising and sponsorship with the identified organisation.

8. Advertising and Sponsorship Fees

a) Advertising and sponsorship fees are set with consideration to current market conditions.

b) The advertising and sponsorship fees are set by National Back Exchange; advice and guidance on setting appropriate market rates are sought as required and applied accordingly.

c) Fees will be set to maximise income and gain the best value for National Back Exchange, without reducing revenue streams.

d) By selling advertising and sponsorship, National Back Exchange is competing with private sector media. National Back Exchange will therefore ensure that it does not in effect subsidise the advertising opportunity and secures a return on investment.

9. Disclaimer

a) The use of National Back Exchange's name and logos in advertorial and sponsorship promotional material must be approved by the Chair of National Back Exchange. Approval **does not imply any endorsement** by National Back Exchange.

b) Acceptance of advertising or sponsorship **does not imply any endorsement** of the advertiser's or sponsor's products or services by the National Back Exchange.

c) National Back Exchange reserves the right to approve or decline all advertising content, copy, artwork, and revisions before publication or display.

d) National Back Exchange does not accept any liability for any information or claims made by the advertisement or sponsorship promotional material.

10. Policy Review

a) This policy will be reviewed by the Chair, Vice Chair, or designates of the National Back Exchange Board of Trustees every 2 years from the date of publication or earlier depending on legal requirements, best practices, national guidelines, or organisational changes.

11. Audit – Monitoring Process

Monitoring process	Requirements
Who	● National Back Exchange Board of Trustees ● Association Administration Team
How	● Ensure all advertising and sponsorship packages meet the vision and values of the National Back Exchange ● Association Administration Team to monitor the frequency, nature, and location of advertising and sponsorship.
Presented to	● Board of Trustees
Monitored by	● Procedural document review group - Sarah Thornton, Chair - Kerry Kemp, Vice Chair - Mary Muir, Publications Director ● National Back Exchange Board of Trustees ● Association Administration Team advertising and sponsorship team
Completion / Exception report to	● Extraordinary circumstances beyond the control of National Back Exchange and / or Association's Administration Team

12. Appendix 1

Educational Content:

- Purpose:
    - The primary goal of educational content is to inform, instruct, or enhance the knowledge of its audience. It focuses on delivering factual, unbiased information or skills.

- Approach:
    - Educational content is usually objective and presents information without a persuasive intent. It might include tutorials, academic lectures, how-to guides, informative articles, or documentaries.

- Characteristics:
    - It is typically free from promotional material and does not push a product, service, or brand. Instead, it aims to add value to the reader or viewer by increasing their understanding of a topic.

Advertorial Content:

- Purpose:
    - An advertorial's primary purpose is promotional. It blends the style of an editorial piece with the intent of an advertisement, aiming to persuade or influence the audience to buy a product, use a service, or adopt a specific brand perspective.

- Approach:
    - Advertorials are designed to look like regular editorial content but are paid for content by a brand. They often tell a story or present information in a way that aligns with the marketing goals of the sponsor.

- Characteristics:
    - While advertorials might provide useful information, they are biased towards the sponsoring brand or product. The content is usually crafted to lead the reader towards a favourable view or action related to the product or service being promoted.