

**EXHIBIT "C"**  
**SPARC Sponsorship Policies and Guidelines**

SPARC Sponsorship Policies (Updated December 7, 2011)

SPARC applies the following policies when accepting sponsorships from corporations and other organizations:

1. Each sponsorship, whether providing a cash or in-kind contribution, must be approved by SPARC's Executive Director. The terms and conditions of each sponsorship must be set forth in a written agreement executed by SPARC's Executive Director and by a corporate officer of the sponsoring organization.
2. Each sponsorship must conform to SPARC's sponsorship acceptability tests and recognition guidelines. SPARC's recognition guidelines (see below) will be incorporated as an appendix to each sponsorship agreement.
3. All sponsorships will be handled separately from event planning and/or program content creation. Sponsors will have no control over event, program, or content decisions or sponsorship policies. Specifically,
  - a. Sponsors will have no advance knowledge of an event's speakers, panel topics, or specific program content. Sponsors may have prior knowledge of general program themes.
  - b. Sponsors will have no control over the placement and/or timing of sponsor recognition statements, either on-line or in print.
4. Access to SPARC's membership list will be controlled by SPARC, with any mailings to members handled by SPARC itself. Membership lists will not be provided directly to sponsors or to any other organizations. Sponsorship agreements will adhere to all other conditions of SPARC's information privacy and use terms.
5. Any sponsorship programs that utilize SPARC event or program content will conform to the SPARC speaker agreement.
6. SPARC does not officially endorse the products or services of corporations and other third parties. Therefore, SPARC's name and/or marks cannot be used in association with a sponsor's product or service so as to imply SPARC's endorsement.
7. SPARC will not accept sponsorships from the following types of organizations:
  - a. Companies or organizations that publicly or privately advocate messages or missions inimical to the interests of SPARC, its mission, or its members.
  - b. Partisan political, lobbying, advocacy, and/or cause organizations beyond those supportive of SPARC's mission and approved by SPARC's Executive Director.
  - c. Companies that manufacture, sell, or promote products irrelevant to SPARC's mission, with such relevance to be determined solely by SPARC.
  - d. Open-access publishers that are not members of the Open Access Scholarly Publishers Association (oaspa.org).
8. As part of each agreement, SPARC will reserve the right to prior review and approval for any sponsor materials, regardless of medium, that incorporate SPARC's name and/or marks.
9. SPARC retains the right to cancel any sponsorship at any time.