

COMMERCIAL SPONSORSHIP OF EVENTS, PROGRAMS, AND ACTIVITIES

I. GENERAL

The use of commercial sponsorships for events, programs, and activities at both the national and the local level is an important part of the general financial stability of the AVA and its members.

II. POLICY

A. The AVA CEO and BOD will seek commercial sponsorship(s) for events programs and activities at the national level. National commercial sponsorships will be in the best interest of the AVA. No commercial sponsor's name will replace the AVA in the title of any national event, program, or activity. The Corporation President (CEO) will approve commercial sponsorships for national events, programs, and activities. Before finalizing the contract for national commercial sponsorship, the BOD will review both the legal and tax liabilities.

B. Member Clubs and State Organizations may seek local sponsorship for their events, programs and activities. All local level commercial sponsorships will be in the best interest of the AVA. No commercial sponsor's name will replace the local Volkssporting organization's name or the AVA's name in the title of the event. Member Clubs and State Organizations may seek commercial sponsors for local events, programs and activities without AVA approval; however, these sponsorships must not violate contractual agreements between AVA and its sponsors, and sponsorships by national organizations must be coordinated with the CEO before acceptance. Before completing local level commercial sponsorship, the Member Club or State Organization should review both the legal and tax liabilities.