

Memorandum

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Date: July 17, 2011
To: Chapter Leaders
From: Debbie Curtis, CME, Director of
Membership and Business Partner Relations
Regarding: Chapter Logo Use by Business Partners
and Recommended Terminology

LOGOS: "TO SHARE OR NOT TO SHARE"

Understandably, business partners are eager to enhance their organization's visibility and credibility within the legal industry. One way to achieve this objective is to co-brand marketing and promotional materials (print and digital). In other words, business partners value the opportunity to use the ALA name and logo (or a chapter name and logo) along with their own. Before engaging in this type of strategy, consider the following points:

- **Co-branding Should be Specific to the Relationship.** Chapter level business partners/sponsors who wish to co-brand materials should request permission to use *chapter* logos. The chapter should determine if it wishes to co-brand and should develop policies and procedures to ensure the privilege is granted in a consistent manner among all its business partners.

(Note: Only authorized personnel at ALA HQ may grant business partners permission to use ALA's name and logo.)

- **Logo Protection.** It is important to safeguard the chapter's name and logo (your brand) to ensure it is used correctly and consistently. When ALA permits use of its logo, business partners are asked to execute a Logo Use Agreement. The Agreement outlines how the logo may be used and requires prior written approval any time the Association's name or logo is used for co-branding purposes. To assist chapter leaders, ALA's Business Partner Relations Committee and Business Partner Advisory Panel created a model Chapter Logo Use Agreement. See:

<http://www.alanet.org/members/chapters/PDF/ChapterLogoUseAgreement.pdf>

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- **Special Logo for Business Partner Use.** Chapters may wish to develop a unique logo to share with business partners instead of granting access to the chapter's official logo. For example, "Proud Chapter Supporter—2011," "Gold Chapter Sponsor—2011," etc. Incorporating event-specific information and/or a specific year helps ensure the logo is used only for current relationships. Following are samples of how ALA has co-branded with business partners:



"TERMINOLOGY 101"

- **Endorsements.** To protect nonprofit organizations such as ALA and your chapter from exposure to certain legal and tax issues, terms such as "sponsor" or "supporter" are encouraged instead of the word "endorse." Further, the Association policy regarding endorsements states: "Neither the international Association nor a chapter will endorse products or services unless prior approval has been granted by the board of the of the international Association."
- **Terminology Should be Specific to the Relationship.** As with co-branding, terminology should accurately reflect the type of relationship between the chapter and the business partner. It should also clearly reflect whether the business partner has a relationship with ALA or with an ALA chapter.

A few sample terminology scenarios appear on the following page. Many variations can—and do—arise, so don't hesitate to ask for guidance from the ALA HQ Business Partner Relations Team or Assistant Director of Marketing. Contact information for these staff members also appears on next page.



Scenario and Terminology	Appropriate	
	Yes	No
(a) a business partner, including those participating in the ALA Value In Partnership (VIP) SM Program, states "We are endorsed by ALA."		✓
(b) a business partner, including those participating in the ALA Value In Partnership (VIP) SM Program, states "We are a Member of ALA."		✓
(c) an ALA Value In Partnership (VIP) SM Program business partner uses "in association with ALA," "partnering with ALA" or "in conjunction with ALA"	✓	
(d) an advertiser, exhibitor or list purchaser who is <i>not</i> part of the ALA Value In Partnership (VIP) SM Program uses "in association with ALA," "partnering with ALA" or "in conjunction with ALA"		✓
(e) a chapter business partner uses "in association with ALA," "partnering with ALA" or "in conjunction with ALA" (without a reference to the chapter)		✓
(f) a chapter business partner with a current and formal relationship with the chapter uses "in association with XYZ Chapter of ALA," "partnering with XYZ Chapter of ALA" or "in conjunction with XYZ Chapter of ALA"	✓	
(g) a chapter business partner with a current and formal relationship with the chapter (e.g., your Platinum Sponsor) uses "proud supporter of the ALA XYZ Chapter" or "ALA XYZ Chapter Platinum Sponsor"	✓	
(h) a chapter business partner uses "proud supporter of ALA" or "ALA sponsor" (without a reference to the chapter)		✓

NEED HELP?

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