



UICC SPONSORSHIP POLICY

1. PURPOSE

- 1.1 The Union for International Cancer Control (UICC) believes that engaging with the business community and other partners can have a beneficial effect on global health promotion with respect to reducing the burden of cancer and cancer risk factors. It also recognises the significant resources that the private sector and other partners can bring to the UICC to support achievement of the UICC mission.
- 1.2 The aim of this policy is to ensure maximum potential benefits to UICC, its member organisations and the public while minimising potential conflicts of interest and risks associated with entering in relationships with the private sector and other partners by providing guidelines to be followed by the UICC when considering/entering into sponsorship arrangements.

2. DEFINITION

- 2.1 UICC may enter into mutually beneficial agreements with UICC member organisations, corporations, organisations, foundations etc. and individuals who wish to support the worldwide fight against cancer by sponsoring UICC activities, projects, conferences or publications in their entirety or in part. Such donors are referred to hereafter as *Sponsors*.
- 2.2 *Sponsorship* is the provision of funds, goods or services for UICC activities or projects in the likely exchange for the Sponsor(s) visibility and recognition or similar. Such Sponsorship may take the form of financial, in-kind contributions or services.
- 2.3 A *Sponsorship Agreement* (may also be called *grant agreement*) is a document outlining the agreed terms for a sponsorship. UICC may enter into such Sponsorship Agreements with a single or several sponsoring entities.

3. CRITERIA

In order to safeguard UICC's integrity and status as an independent, non-governmental, non-political, non-sectarian organisation, the following Sponsorship criteria apply:

- 3.1 Each project/activity to be sponsored must be consistent with UICC's mission and strategic plan.



- 3.2 The association with the Sponsor(s) must generate positive impact for UICC but not result in UICC and its activities becoming dependant of any single Sponsor. Sponsor maintenance and servicing must be appropriately proportional to the support received.
- 3.3 The aims/products/services/events of the Sponsor should not be incompatible with the mission and values of the UICC and the association with the Sponsor(s) should not expose UICC to general reputational risks.

Specifically UICC will not accept funds from corporations or other entities whose public positioning promotes non-healthy behaviour or corporations or entities who are involved in illegal activities. In particular Sponsorships cannot be accepted from entities that are known to have activities related to tobacco or alcohol products, their consumption or promotion, or other carcinogenic products and activities. These exclusion criteria also apply to the activities of the affiliates of the corporation or other entities.

- 3.4 UICC recognizes that the framework of this policy cannot cover all circumstances. Each decision to enter into a Sponsorship Agreement has to be evaluated on a case by case basis, serving the best interests of UICC and its members.

4. RECOGNITION OF SPONSORS

Recognition of Sponsor(s) by UICC has to be appropriate and proportional to the level of support received. Specific recognition may include as appropriate:

- acknowledgement in project specific promotional/information/news letters/material, printed and online on the UICC website.
- acknowledgement via UICC annual reports, website and other UICC communication channels.
- acknowledgement in foreword or "tag-on" of sponsored publications.
- acknowledgement in programmes of sponsored conferences, courses or workshops.
- recognition during special sponsored events.
- possibility to communicate the UICC sponsorship through the sponsors communications channels (subject to approval by UICC)
- project/activity titles or parts thereof, such as fellowships, etc. may include the name(s) of the Sponsor(s).
- other recognitions as appropriate.



5. USE OF LOGOS

UICC shall retain the sole discretion as to the use of its name and logo. Any use granted should be specific as to the duration and/or purpose and must have the advance express written consent of UICC.

6. DONATIONS

- 6.1 Donations can be received in the form of financial support or goods and services. Donations are often unrestricted or with expectation of no or limited direct exposure or benefit to the donor.
- 6.2 No formal contract is required for donations though there may be an agreement about acknowledgement.
- 6.3 The use of the association with the UICC for the donor's publicity purposes (including the use of UICC's logo) needs the written permission of the UICC.

7. ENDORSEMENTS

- 7.1 As a general rule, engagement by UICC with a Sponsor(s) cannot result in any tacit or explicit endorsement by UICC of any of the Sponsor's activities, products and services. The only exception would be where UICC has formally agreed to an endorsement of an entity, activity, product or service.
- 7.2. Endorsement is where the UICC name or logo is closely associated with a company's or organisation's name, activity, product or service indicating approval by the UICC of the associated entity, activity, product or service. These relationships carry a high potential risk for the UICC and should be restricted to exceptional cases.
- 7.3 All agreements for endorsement need to contain full details concerning benefits to the UICC and any obligations given by or expected of the UICC, including full details on the use of UICC's name and logo. All such agreements must be limited in time.
- 7.4 In general, UICC will not endorse products or brands owned by commercial organisations. In cases where UICC does allow its logo on a product, service or activity, the decision taken by the UICC must be based on its public health benefit having been scientifically substantiated.



8. DECISION MAKING AND MONITORING

- 8.1 Final responsibility for engaging with Sponsor(s), Sponsorship Agreements or acceptance of Donations ultimately rests with the CEO acting under the authority of the Board of Directors. The CEO will consult with the President as needed in specific cases.
- 8.2 Each Sponsorship and Donation opportunity will be assessed and approved on a case-by-case basis by the CEO. There needs to be a conscious decision made by the CEO for each substantive Sponsor/Donor relationship after considering the potential benefits and risks.
- 8.3 Sponsorship Agreements need to be signed jointly by the CEO and COO.
- 8.4 Managing the implementation, financial aspects and monitoring of Sponsorship Agreements will be the responsibility of the CEO and COO in conjunction with the assigned staff and internal procedures.
- 8.5 Endorsements by UICC must be approved jointly by the President and the CEO and reported to the Board of Directors.
- 8.6 The Finance Committee will review at least annually all existing Sponsorships on behalf of the Board of Directors.