

MSLBD Policies on Sponsorship of *ReThinking Behavior* August 2020

Purpose of Sponsorships of *ReThinking Behavior*

The Midwest Symposium for Leadership in Behavior Disorders (MSLBD) accepts financial or in-kind contributions for its magazine *ReThinking Behavior* for the purpose of defraying or recovering the costs of producing the magazine thus continuing its goals in support of the larger MSLBD mission. Contributions are not intended to further the commercial interests of the sponsors.

***ReThinking Behavior* Sponsors**

Sponsors may include organizations, businesses, and other entities as well as individuals that wish to contribute financial or in-kind support to MSLBD's magazine *ReThinking Behavior*.

Right to Reject Sponsors

Contributions are accepted based on the current policies of MSLBD. Only contributions from organizations which provide products, programs, and services which are in line with the mission and goals of MSLBD will be accepted. MSLBD reserves the right to reject any contribution which it feels is not in line with its mission or goals. The editorial team and MSLBD Board of Directors will have final discretion in making decisions regarding the acceptance of contributions. Acceptance of contributions does not imply MSLBD endorsements of products, programs, or services.

Timing and Submission of Donations

Sponsors can make contributions at any time during the year. Sponsor donations must be received by August 1 in order to have acknowledgements placed in the upcoming volume that will include three issues.

Acknowledgement of Sponsorship in *ReThinking Behavior*

A letter acknowledging the sponsor's donation will be sent to all sponsors making a donation.

Sponsor donations in an amount of \$300 or more at one time will allow the sponsor (whether corporate or individual) to have the option of an acknowledgment of sponsorship to be published in *ReThinking Behavior*. When sponsorship acknowledgements are published, they are intended as recognition to those sponsors and are not intended to be advertisements of products or services.

Publication of Sponsor Acknowledgements

For sponsors requesting acknowledgement and providing a donation of \$300 or more by August 1, *ReThinking Behavior* will publish a sponsor-provided graphic acknowledging that sponsor in three issues (one volume) starting with the Fall issue. This acknowledgement will consist of a small graphic which may include a logo and link to the sponsor's primary website. These acknowledgements will be grouped together on one or more pages and located within the magazine at the discretion of the editorial team. Space allocation for acknowledgement of sponsors in *ReThinking Behavior* is limited to a maximum of three magazine pages per issue. Acknowledgements will be approximately 1/8 page in size.

In order for this to occur, sponsors must provide to the magazine editorial team the following by August 1:

- A completed sponsor agreement form (see below)
- A camera-ready (color or black and white) graphic of a size, dimension, resolution and pixel dimensions to be specified.
- The primary website URL to be associated with the sponsor's graphic when published. Note that the link may not direct the reader to a page promoting sales of goods or services.
- The contact information for an individual who could be consulted regarding the graphic.

Sponsor Agreement

All sponsors requesting acknowledgement published in *ReThinking Behavior* will agree to the conditions of the attached sponsor agreement-

Contact: All queries and communication related to contributions should be sent to manager@mslbd.org, the MSLBD Manager or a member of the committee will follow-up with you.

**Sponsorship Acknowledgement Agreement
to support MSLBD's *ReThinking Behavior***
Midwest Symposium for Leadership in Behavior Disorders

This agreement is made between _____ (referred to as the sponsor in the remainder of this agreement) and the Midwest Symposium for Leadership in Behavior Disorders (MSLBD).

Purpose

The purpose of this sponsorship agreement is to clarify the nature of the acknowledgement which will be published in MSLBD's electronic magazine *Rethinking Behavior* (subsequently referred to as "the magazine") for donations of over \$300.

In order to make this happen:

The Sponsor will provide by August 1:

- A contribution of \$300 or more
- A copy-ready graphic of 3.75" wide by 2.5" deep. Final files should be supplied in a high resolution jpg, png, pdf, or eps format. No bleeds past the border dimensions. Full color or black and white.
- The contact information for the organization regarding the graphic provided
- The graphic can include one link to the sponsor's homepage of their website.

MSLBD will provide:

- An acknowledgment graphic in three issues (one volume) of the magazine starting with its fall issue.
- The acknowledgement will be approximately 1/8 page in size.
- The same acknowledgement will appear in all three issues (fall, winter and spring)
- A weblink from the acknowledgment graphic to the sponsor's homepage, if provided. Note that this link may not go to a page promoting sales of goods or services.
- Weblinks to the magazine issues in which the sponsor acknowledgement appears once published.

Neither the sponsor nor MSLBD will expect anything beyond what is described in this sponsor agreement. If for any reason this agreement cannot be carried out, MSLBD will refund the donation to the sponsor and have no further liability.

Sponsor Contact Information

Name of sponsor/organization: _____
Address: _____
Sponsor's Webpage: _____
Name of sponsor representative: _____ (individual responsible for payment or invoice)
Title/Position: _____
Email: _____ Telephone: _____
Signature of Representative: _____ Date: _____

Please provide contact information for the person supplying the acknowledgement graphic.

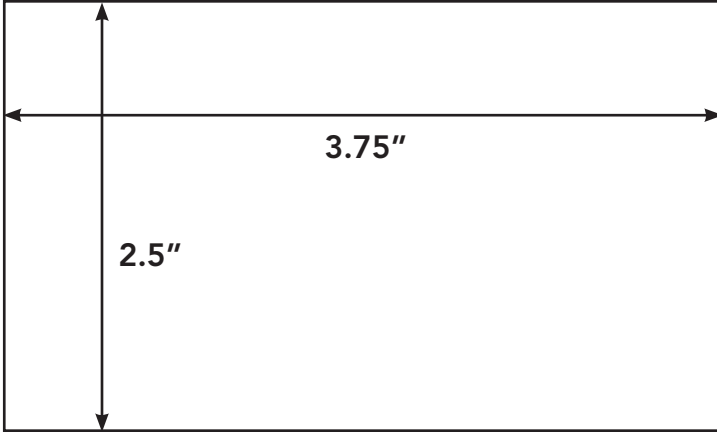
Name: _____
Email: _____ Telephone: _____

MSLBD Contact Information

Name MSLBD Representative: Keri Frey, MSLBD Manager; manager@mslbd.org; 402-792-3057
Signature of MSLBD Representative: _____ Date: _____

*RE*THINKING Behavior

would like to thank the following for their financial support



Please supply finalized artwork in the dimensions of 3.75" wide by 2.5" deep.
Final files should be supplied in a high resolution jpg, png, pdf or eps format.
No bleeds past the border dimensions.
Art may be full color or black and white.

