

Lincoln in Motion Physical Activity Council Endorsement Guidelines

The following statements serve as guidelines for making decisions concerning endorsements of programs, products and promotions by the Lincoln in Motion Physical Activity Council.

- The Council endorses only programs, products and promotions that originate with the Council and its membership. However, the Council may co-sponsor programs, products and promotions when it (they) are consistent with the Council's mission and when the co-sponsor is a non-profit organizations with a similar mission or is a profit making organization that is assisting in the promotion of an event consistent with the Council's mission. Co-sponsors should understand that the Council does not endorse or promote specific commercial programs or products.
- The Council may solicit sponsorship of its programs, products and promotions and allow use of the sponsor names in association with the conduct of these programs, products and promotions that originate with the Council.
- Agencies presenting to the Council should understand that ideas proposed to the Council will be presented to potential sponsors for consideration
- The Council may write letters of support for programs or promotions that they judge will benefit the people of Lincoln and Lancaster County in areas of health, physical fitness and sports. Such a letter should not be construed as an endorsement that allows the use of the Council's name or logo. The letter of support may be used to support the program or promotion, but, the name or the logo may not be used in advertising the program without the expressed consent of the Council's Event Review process through the approval of a Special Event Request form.