

8 – CORPORATE RELATIONSHIPS POLICY

Statement of Principle

1. This policy establishes guidelines by which the CPA determines appropriate corporate relationships.
2. Corporate relationships are permissible when participants:
 - a) Commit to maintaining the credibility and reputation of the physiotherapy profession;
 - b) Commit to maintaining the credibility and reputation of the Canadian Physiotherapy Association and its components;
 - c) Support the mission of the CPA - to advance the profession of physiotherapy in order to improve the health of Canadians; and
 - d) Support the principle that corporate interests do not drive the CPA's policies, programs, or editorial content.
3. When determining appropriate corporate relationships, CPA seeks to:
 - a) Uphold the principles and practices of the physiotherapy profession;
 - b) Enhance the CPA's ability to fulfill its mission and strategic objectives; and
 - c) Deliver fair value and benefit to sponsors, corporate partners, and advertising clients.
4. Guidelines for corporate relationship opportunities:
 - a) All corporate relationship opportunities must support CPA's mission, vision, values, policies, and strategic plan.

Applicability

5. This Policy applies to all corporate relationships, including but not limited to advertising appearing on the CPA website, the peer reviewed journal "Physiotherapy Canada", the member publication "Physiotherapy Practice", the member electronic newsletter 'What's Moving', well as clinic listings and employment advertising. The policy also applies to website use, newsletters, webinars, direct emails, specialized publications and booths associated with CPA's annual congress or conferences as well as advertising applied to joint sponsorships with other organizations.
6. This Policy does not apply to Divisions or Assemblies, which are committees of the CPA and are not permitted to seek out their own corporate relationships or Assemblies. Divisions may request that the CPA approach corporate opportunities or partnerships that may benefit the Division, the Assembly and the CPA may explore a relationship at its discretion.
7. This Policy does not apply to Branches, which are independent entities and permitted to seek out their own corporate relationships. However, the CPA recommends that Branches review this Policy and endeavour to align its corporate relationships with the guidelines described in this Policy. The CPA further requires Branches to inform the CPA of any corporate relationships they enter into (per conditions in each Branch Agreement).

Review

8. All corporate relationships must undergo a thorough review.
9. The CPA is committed to transparency and will assess potential corporate relationships to ensure that they meet the CPA's guidelines prior to entering into an agreement. Review includes research of available information including:
 - a) existing advertising, sponsorship agreements, and partners
 - b) financial statements
 - c) annual reports
 - d) product and service literature

- e) media coverage
- f) third-party research reports

10. The CPA may also request information from individual organizations strictly for the purposes of the review. The CPA will not share information provided or the outcome of the review with the public or the media.
11. Organizations unwilling to submit to the CPA's review terms or that fail to provide information necessary to a review will not be considered for corporate relationships.

Related Information

12. These guidelines are not intended to supersede any guidelines or policies established by provincial regulatory bodies relating to corporate relationships, such as advertising and sponsorship. Physiotherapists are encouraged to review the guidelines of their regulator.

Confidentiality

13. Corporate relations must agree to protect the security of all confidential CPA information. They must respect the terms of the CPA's *Privacy Policy* and may not attempt to individually identify any CPA member or user of the CPA website or obtain inappropriate access through other technological means to personally identifiable information.

Evaluation of Guidelines

14. These guidelines will be evaluated and reviewed on a regular basis to ensure their relevance in light of current corporate relationship activity. In the event of significant changes, CPA will alert those affected.

Industry and Cross-Sector Partners

15. Industry and cross-sector partners are those where a relationship exists between a non-profit (such as the CPA) and businesses, governments, or academic organizations. While each partner may have their own needs and culture in their workplace, both partners agree to combine their strengths to achieve common goals and purpose in their work together. The partners will be able to develop awareness, interest, and programs for the physiotherapy community and the relationship may result in a positive public perception of the partners.
16. It is agreed that for political and legal regulations that differ between the partners, the CPA will be the leading partner.
17. Except for corporate advertising partners, any partnership with the CPA should not be seen as merely a team event but have an equal interest in success and contributions. It is also important for potential partners to maintain an excellent reputation to ensure continued relationships with the CPA.

Corporate Sponsorship Partners

18. Corporate sponsorship is a business relationship. Corporations look for marketing and member awareness opportunities in exchange for money, products, or services and they anticipate corporate recognition for their involvement. There are generally three types of corporate sponsorship:
- a) Event marketing (sponsorship of a specific event)
 - b) Partner sponsorship (a long-term partnership with an organization or program)
 - c) Cause-related marketing (corporate sponsor promotes a specific cause through the purchase of their product or service)

Corporate Sponsorship Guidelines

19. The CPA will not enter into corporate sponsorship agreements with companies that operate in a manner contrary to the code of ethics of the profession, or the mission, vision and values of the CPA and its stakeholders. Corporate sponsors must not reflect products or services considered to be contentious or in

competition with CPA products and services. Decisions concerning the appropriateness of potential sponsors will be made by the senior management team of the CPA following review.

20. Corporate sponsorship must neither conflict with any rules and regulations set forth by the provincial regulatory body where applicable, nor CPA guidelines as listed above.
21. Corporate sponsors agree that any consumer dissatisfaction with a product or service will be addressed by the applicable party (either the CPA or the sponsor depending on complaint). Complaints received by the CPA may result in a sponsorship being discontinued prior to the scheduled completion date.
22. Joint publications or events provided through or with sponsor support will include acknowledgement of support and logo of sponsor. In the majority of cases, the CPA logo will appear larger than the corporate sponsor's logo unless previously agreed upon on an individual event basis.
23. From time to time, the CPA may make sponsored content (articles, publications etc.) available, the creation of which has been funded in whole or part by funds outside of the CPA. Sponsored content will be clearly defined by a logo or text with the following message: "this content is sponsored by "Company" in collaboration with the CPA.

Agreements

24. Corporate sponsorships will be based on a written agreement between the CPA and the sponsor. An agreement will be for a specified period of time and include annual evaluations, with possible renewals depending on an evaluation of performance and results.
25. Corporate sponsor agreements will specify the type and extent of support expected of the sponsor and the CPA. It will also specify the benefits expected to be received by all parties and the requirements and obligations of the parties. The agreement will also address liability and insurance issues as appropriate.
26. Single activity partnerships (e.g. sponsorship support for single event) will take effect with an exchange of letters.

Corporate Sponsorship Recognition

27. Corporate sponsor recognition will be commensurate with the value and scope it provides. This may include recognition of the corporate sponsor in specified literature, at events, or through media relations done individually or jointly.

Editorial Control

28. The CPA will have full involvement in and approval of partnership or corporate sponsorship programming including conceptual development, planning, implementation and evaluation.
29. The CPA will have editorial control over, and final approval of, all issue-related and educational material or portions of materials associated with the project produced by either the CPA or partners.
30. The CPA retains final approval on all uses of its name, trademarks, and logo applications.
31. Use of the CPA name or materials for sponsorship purposes will not be permitted by any person, corporation or organization without the express written consent of the CPA.
32. Size and place of CPA and partner identification will be determined on an individual project basis.
33. No specific product, brand name or trademark identification, in written, visual, or audio format, shall be contained within the editorial content of printed or audio-visual material. Product brand name, trademark identification and other such corporate messages shall be in keeping with the sponsorship profile and position defined at the inception of the project and shall be approved by the CPA.

Exclusivity

34. Exclusivity is rarely given but in select cases will be determined on an individual basis.

Corporate Sponsorship Screening Criteria

35. The following questions provide the CPA guidance in determining the suitability of a corporate relationship.

Consistency with CPA

- a) Is this corporate sponsorship consistent with the Mission, Vision and Values of CPA?
- b) Beyond this policy, are there any guidelines that should be put in place in advance of beginning corporate sponsorship?
- c) Is there a target audience and product fit?

Benefit Assessment

- d) What impact, if any, will corporate sponsorship activities have on stakeholders?
- e) What is the public perception or attitude towards the sponsor organization?
- f) Is corporate sponsorship appropriate for the nature of the event or initiative?
- g) Are there any philosophical or ethical issues that should be considered?
- h) Has a review of previous marketing efforts been undertaken? Are potential sponsors compatible with the event or program?
- i) Will corporate sponsorship of this event or initiative help to increase awareness of the CPA and membership?
- j) Is there an existing PR campaign in place and how does corporate sponsorship work within its goals and restrictions?
- k) Is this a unique event or agreement or is it annual? Will it develop into a long-term relationship?
- l) Is the CPA being offered industry exclusivity?

Risk / Feasibility

- m) What is the CPA's role in the corporate sponsorship?
- n) Does the CPA have the resources to effectively support this corporate sponsorship?
- o) Does the potential sponsor have the financial resources to support the type of corporate sponsorship proposed?
- p) Has liability insurance been discussed and secured to cover the CPA in the event of a problem?
- q) What can the CPA offer in return?

Corporate Advertising

36. Advertising is the commercial use of media to heighten consumer and stakeholder awareness or familiarity with the CPA, the physiotherapy profession, the logo or brand and physiotherapy services. The term media shall include, but not be limited to, television, radio, newspaper and magazines, billboards, and the internet.

Advertising Guidelines

37. The CPA does not accept advertising that runs contrary to the Mission, Vision and Values of the organization nor those of its stakeholders or partners. Advertising will not be accepted for products and services considered to be contentious or in competition with CPA products and services. Advertising will not be accepted if it runs contrary to the guidelines published by regulators for registered therapists. (Note: at all times it is the responsibility of the physiotherapist to be aware of and compliant with their college regulations.)

38. The CPA's acceptance and publishing of advertising will comply with the laws and regulations of Canada and the Canadian Code of Advertising Standards.

39. Advertisers agree that any consumer dissatisfaction with a product or service advertised through CPA publications is the responsibility of the advertiser. Complaints received by the CPA may result in an advertisement being discontinued without compensation to the advertiser.

40. The CPA will seek to avoid, if possible, having specific content within peer-reviewed publications or other editorial products either juxtaposed with advertising from or supported by single sponsors within a related therapeutic area (i.e. advertising for back support products beside an article that outlines advances in treatment of persons with musculoskeletal conditions).
41. The fact that an advertisement of a product, service or company has appeared in a CPA publication shall not be referred to in collateral advertising without specific written authorization from the CPA.
42. In the case of “Congress” or conference banner advertising, no advertising will exceed the size of the official conference banner and/or the CPA logo. Joint publications or events provided through or with sponsor support will include acknowledgement of support and logo of sponsor. The size and placement are at the sole discretion of the CPA.
43. From time to time, the CPA may make sponsored content available, for which its creation has been funded in whole or part by funds outside of the CPA. Sponsored content will be clearly defined by a logo or text with the following message: “this content is sponsored by “Company” in collaboration with the CPA”.
44. Any advertisers of physiotherapy services must adhere to the rules and regulations set forth by the provincial college regulating the advertiser and where applicable, the CPA guidelines as listed above.
45. Advertising will also feature a disclaimer that clearly indicates its status and releases the CPA from any claims of endorsement or support, except in situations tied to CPA product recognition program.

Agreements

46. The CPA will have the sole discretion for determining the types of advertising that will be accepted and displayed. Under no circumstances will CPA’s acceptance of an advertisement be considered an endorsement of the product(s) advertised or the company that manufactures it. The CPA reserves the right to discontinue advertising at any time and will refund the balance outstanding related to payments for future advertising. Previous acceptance of an advertiser under these guidelines does not guarantee continued acceptance. Advertisements are reviewed on a case-by-case basis.
47. The CPA retains the right to reject advertising of any kind and will not accept advertising that, in the CPA’s opinion, makes unsubstantiated claims of therapeutic benefit for particular products or contains false or misleading information. In addition, the CPA will not accept advertising in any form for any products or services known to be harmful to health (e.g., tobacco products), nor knowingly accept advertisements of any kind from companies that manufacture such products directly or through their subsidiaries.

Editorial Control

48. The CPA maintains a clear separation between editorial and advertising decision making; current or potential sponsors may not dictate the form or substance of the editorial content appearing in CPA publications or products.
49. The CPA will clearly distinguish advertising from membership, association business, or health information content, using identifying words, design, or placement. CPA publications are designed to avoid confusion between advertising and editorial content.
50. CPA readers must be able to readily distinguish between promotional and editorial material. Toward this end, CPA will not run "advertorial" content that is not clearly identified as such.

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