

ABATE OF OHIO, INC.

POLICY AND PROCEDURE

PART VI: ADVERTISING

Forms: Buy a Day at the Office,
Member to Member Sign Up (F012),
Membership Application (F008),
Newsletter Advertising,
Sustaining Supporter,
Website Advertising.

SECTION A: GENERAL

1. Advertising is for funding and promoting ABATE.
2. Advertising is done via multiple media: printed, recorded and electronic.
3. Advertising requires proper management of pricing, payment and scheduling.
4. Media requirements are maintained by the responsible officer and/or committee.
5. Any links to an advertised website are at the discretion of the State Technology Director.
6. ABATE reserves the right to not publish or to revise if deemed to be inappropriate.
7. Remember, it takes extra time to combine all of the sponsor artwork into a usable design for approval.
8. Once sponsor artwork is incorporated into a design, ABATE owns the design and right of production.
9. Advertising involves money and is under the purview of the State Treasurer and Finance Committee.

SECTION B: MEMBER TO MEMBER PROGRAM

1. The purpose of this program is to recognize and encourage patronage of businesses owned or managed by members in good standing.
2. This program is provided as a benefit to members in good standing who own or manage a business.
3. Business name, physical address and telephone number will appear in the State Newsletter.
4. Business name, physical address, telephone number and website name will appear on the State Website.
5. Any discount from a business is at the sole discretion of the owner or manager.

6. Any discount details will not be published under this program.
7. Member to Member Sign Up form will be sent with membership packet.
8. Member to Member Sign Up form will be sent to lifetime members once a year.
9. Program renews annually based on membership renewal date or annual mailing for life members.

SECTION C: SUSTAINING SUPPORTER PROGRAM

1. The purpose of this program is to encourage participation and maintain communication with groups or individuals involved in motorcycling in Ohio.
2. This program is open to groups, businesses and individuals.
3. Annual donation of \$100 is required.
4. Program renews annually based on receipt of payment.
5. Supporter will receive printed and mailed copy of the State Newsletter for one year to keep informed of motorcycling issues.
6. Supporter name will be listed in the State Newsletter and posted on the State Website.
7. Although this is not a form of membership, a supporting organization's participation in ABATE meetings and events is encouraged.

SECTION D: PAID ADVERTISING

1. The purpose of this program is to offset the cost of the State Newsletter and State Website.
2. Use of appropriate form is required.
3. State Newsletter Director or State Technology Director will administrate program for appropriate media.
4. Long term advertisers may be administrated by State Treasurer or State Office.

SECTION E: BUY A DAY AT THE OFFICE PROGRAM

1. The purpose of this program is to help offset the fixed expenses of maintaining the State Office.
2. This program is open to individuals, groups and businesses.
3. A donation amount of \$50 per day is required.
4. The donor may select the day they wish to sponsor.
5. The sponsor name(s) and tribute or quote of fifteen words or less will be published in the State Newsletter or on the State Website as limitations allow.
6. Buy a Day at the Office form to be available on the State Website and published in the State Newsletter.

SECTION F: PRODUCT SPONSORSHIP

1. The purpose of this program is to increase the profitability of product.

2. Product sponsorship is a means of offsetting the production cost of an item.
3. Care needs taken to ensure that the size and design of the artwork are suitable to the item.

SECTION G: EVENT SPONSORSHIP

1. The purpose of this program is to increase the profitability of an event.
2. Event sponsorship is a means of reducing the cost of hosting and advertising an event.
3. Care needs taken to ensure that the size and design of the artwork are suitable for the intended media (flyer, banner, program, etc.).