



National Communication Association

Transforming Lives Through Communication

1765 N Street NW, Washington, DC 20036 • (202) 464-4622 • inbox@natcom.org • natcom.org

Promotional Activities and Sponsorship Acknowledgment Policy

- NCA must be acknowledged as a sponsor of NCA funded events and projects. The NCA logo must be on all official correspondence related to an NCA funded event or project as well as any public documents, reports, or publications.
- At the discretion of the Executive Committee, with advice from the Finance Committee, “National Communication Association” should be incorporated into the official title of NCA-funded events, especially when NCA is the sole or majority sponsor.
- At NCA sponsored events, NCA should be acknowledged in public remarks (e.g., welcome remarks, keynote address introductions, luncheon) and the NCA logo should be displayed in a prominent location(s).
- NCA will work with event and project organizers to plan and execute pre- and post-event/project promotional plans, as appropriate, which use various NCA communications channels.
- NCA will place event/project information on the NCA website (<http://www.natcom.org>) if appropriate. Relevant text and graphics must be sent to NCA by event/project organizers in a timely fashion. If a website other than the NCA website is created or used for an NCA funded event or project, NCA will place the URL link on the NCA website. Relevant information must be provided by the event/project organizer. If a website other than the NCA website is created or used for an NCA funded event or project, that website must post the NCA logo in a prominent location as well as a link to the NCA website.
- Event registration materials should include information about NCA and how to join the association as well as a cover letter on NCA letterhead from the NCA President and/or Executive Director welcoming participants and thanking them for participating in an NCA funded event. Please request your letter from NCA’s National Office when you are putting together relevant materials.
- Event organizers must provide NCA with contact information for event participants with the understanding that NCA may contact them in the future to solicit a membership in NCA.
- Unless alternative arrangements are made in advance, all products, publications, and other works or results are the property of NCA and, as such, the copyright is owned by NCA. These items can be licensed for use by the original authors with the written permission of NCA.

- Event/project organizers must write a news-style article about the event/project once it is completed. It should be submitted to NCA's Director of Research, Publications, and Professional Advancement for dissemination to members through appropriate channels.
- Somewhere in the materials for an event or a project, the following language should appear and should be made known to the participants:
 - During the course of this conference, I acknowledge that I may have my voice, likeness and/or actions captured in photograph, video and/or audio recordings. As a condition of my attendance at this conference, I agree to irrevocably grant to the National Communication Association ("NCA"), its assigns, licensees and successors the right to video, photograph, publish, record, broadcast, exhibit, digitize, display, copyright, license, transfer, reproduce, translate, modify, edit or otherwise use perpetually throughout the world, in all media now and hereafter known or devised, in whole or in part, my image, likeness, voice, name and actions in audio and video recordings, photographs and materials prepared by and/or disseminated by NCA.