

**POLICY: ITA SPONSORSHIP AND ENDORSEMENT OF THIRD PARTY
ACTIVITIES**

This policy states ITA's position on sponsoring and/or endorsing activities of third parties. Third party activities may include conferences, events, programs and other types of activity external to ITA.

Contracting with third-parties to provide services or undertake work on behalf of or in partnership with ITA is not considered sponsorship or endorsement for the purpose of this policy.

1.0 Sponsorship in the form of financial contributions

ITA does not provide sponsorship in the form of financial contributions for any third party activities.

1.1 Sponsorship in the form of non-financial or in-kind contributions

ITA may provide non-financial contributions to third party events / activities if doing so will clearly further ITA's objectives. For example, ITA may provide a speaker for a third-party event or provide promotional materials to promote awareness and understanding of the industry training system.

2.0 Partnerships

ITA may enter into a partnership with a third party for delivery of an event or program. Such arrangements will be governed by the terms of the agreement between ITA and the partner.

3.0 Endorsements

ITA will only endorse third-party programs and activities where the program or activity meets ITA standards. For example, ITA will endorse training programs delivered by training providers who have met the criteria outlined in ITA's Trainer Designation policy.

Information related to the use of ITA's logo or elements of ITA's visual identity can be found in ITA policy PP1013, "Use of ITA Logo / Visual Identity."

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