



Chronic Illness Alliance

Sponsorship Policies (Draft)

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Who Will We Accept As A Sponsor?

All applications for sponsorship are subject to the approval of the management committee of the Chronic Illness Alliance, who will make their decisions based on the guidelines outlined herein.

Our sponsorship packages are available to organisations and individuals generally, including companies, sole traders, partnerships, incorporated associations, industry groups, and other types of business or not-for-profit group.

Instances where the management committee might choose to deny an application for sponsorship include:

- Where accepting the sponsorship might compromise or be perceived to compromise the independence of our research and/or advocacy work
- Where the applicant for sponsorship is involved in activities contrary to our aims and objectives as outlined under our constitution
- Where the applicant for sponsorship derives income from tobacco, gambling, or other antisocial activities
- Where the applicant for sponsorship derives income from providing adult services such as pornography or prostitution
- Where accepting the sponsorship would mean linking out to a website infected with malware; spreading scams, misinformation, or hate speech; or other unacceptable web content (see section 'Unacceptable Web Content' below).

No payment shall be required prior to the management committee's acceptance of a new application for sponsorship, and in the instance that an application is rejected, no moneys will be due at all.

Unacceptable Web Content

In the ordinary course of events, websites operated by reputable businesses and associations will fall well within these guidelines of acceptable content.

It is important to us to provide visitors to our website with a good user experience, of a kind in keeping with the broad range of cultural values borne by our members, by people with chronic illness generally, and by other stakeholders in our work, and as such we cannot link to a sponsor's website when it contains any of certain kinds of content.

It is our policy to not link to sites containing any of the following:

- Malware
- Misinformation or deceptive content
- Scams
- Spam
- Hate speech
- Intellectual property violations
- Pornography
- Gambling
- Excessive monetisation through PPC ads or CPA offers
- Automatically generated content
- Phishing
- Profanity
- Content promoting or facilitating illegal activity
- Content promoting or facilitating prostitution or other types of sex work
- Hidden text or links designed to manipulate search engine rankings
- Pages that primarily consist of links (high quality resources or directory pages are okay)
- Little to no unique content
- Very poorly written content

"Thin" sites designed primarily to funnel traffic through to another site that does not meet our standards for acceptable web content are also precluded by our Unacceptable Web Content policy.

Applicants for sponsorship warrant that their website does not contain any of the above, and that it shall not contain any such material for the full term of their sponsorship.

We reserve the right to remove any links to websites, with no compensation payable to the sponsor for the remainder of the term. In the event that your website is hacked or otherwise compromised, we request that you advise us of this as soon as it comes to your attention, and then let us know when the problem has been resolved.

Payment Terms

We accept payment via cheque or EFT.

For new sponsors, payment will be due within 14 days of your application for sponsorship being accepted by the management committee. The first year of sponsorship will be charged on a pro rata basis, calculated from the month that sponsorship is approved until the end of the financial year.

Renewing sponsors will be required to pay by July 1 of each year, to continue their sponsorship for the full period of the next financial year.