



## **NON-ARPCA EVENT PROMOTION POLICY**

From time to time the Allegheny Region Porsche Club of America (ARPCA) is asked to promote events for other parties not affiliated with the Club. These could include events sponsored or conducted by member family or friends, or by sister PCA Regional Clubs. It is generally the policy of the ARPCA to limit the promotion of events to those events sponsored and conducted by the Club itself, and only in rare and special circumstances, allow promotion (which includes advertising in the Rundschau) to other parties' events.

In an effort to facilitate openness and fairness to the occasional allowance of outside party events, the following Policy shall apply:

- The outside event cannot be in direct competition on the calendar with a similar ARPCA event.
- The outside event must be in the type and nature consistent with the scope and purpose of our Club – that is, something having to do with cars (preferably Porsches) and promoting camaraderie among auto enthusiasts.
- The outside event must be something that would be of interest to ARPCA members.
- The Club can agree to waive advertising fees for the outside event, but only after discussion and approval of the Board.
- For sister club events to be promoted, ARPCA must receive a like promotion in the sister club's media (web/ newsletter/ e-blast and the like) for an ARPCA event of our choosing (if we wish to do so).
- The promotional material must clearly state that the outside party event is an outside party event, not sponsored or endorsed by ARPCA, and that ARPCA takes no responsibility for any member's involvement in such outside event.
- ARPCA has sole discretion as to where, when and how to place the promotion across its media (web/Rundschau/ e-blast, etc), and to add such disclaimers as it sees fit.

In all cases, any promotion of an outside event should be brought first to the attention of the Executive Council for approval, and they may request review and approval by the Board if time permits.

This Policy was adopted by the ARPCA at a general business meeting of the Club on November 21, 2019.