



*Alliance*  
FOR PUBLIC WALDORF<sup>SM</sup> EDUCATION

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## **Policies and Procedures: Advertising, Sponsorship, and Endorsements**

The Alliance for Public Waldorf Education strives to support member schools, promotes supportive activities including professional development and teacher preparation, and provides information about Public Waldorf education.

Publicity or advertising may be provided on the Alliance web site, through e-newsletters to members, in *Confluence* magazine, or in conference or event programs, fliers, or similar. From time to time the Alliance may agree to requests to sponsor non-Alliance events through donation or other support.

The Alliance differentiates between informative calendar announcements that give dates, locations, and times for upcoming events in member schools and advertising (promotes an event or service beyond a simple calendar mention; may or may not be a member school).

The Alliance may seek or invite sponsorship or advertisers to promote Alliance work or to provide financial support for Alliance activities.

The Alliance adheres to the following when considering promotion, advertising, or sponsorship:

- Event, service, or product must be compatible and aligned with the Alliance mission
- Event, service, or product is considered to be of interest or benefit to members
- Language in name and description must comply with AWSNA/Alliance Service Mark
- Publicity on web site, e-news, in *Confluence* or brochures does not imply endorsement unless specifically stated
- If applicable, the Alliance will be listed as a sponsor in a program or similar document
- Editorial content and advertising are kept separate and not to be confused: advertisers may not influence the Alliance's editorial freedom and integrity
- Calendar listings are offered as a benefit of membership (membership fees and any other requirements must be in good standing)
- The Alliance charges for advertising; rates are periodically reviewed by the Alliance Executive Committee (hopefully first by Development/Outreach with sign off by EC)

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**For more information** contact Victoria Temple at [alliance.public.waldorf@gmail.com](mailto:alliance.public.waldorf@gmail.com)