

Corporate relationships must uphold CAPPA's mission and preserve membership trust. Accordingly, CAPPA will refrain from associating with companies that have the potential to damage CAPPA's image because of the nature of the companies' products, services or reputation.

CAPPA's standards for accepting sponsorship or advertising shall include:

1. The company's products or services must be compatible with and complement CAPPA's mission and values.
2. The company must have a high degree of integrity, a strong corporate reputation and a track record of maintaining a high level of product/service quality.
3. The company must demonstrate ethical business practices and a positive image.
4. The company must comply with all local, provincial and national laws and regulations, including Privacy.

CAPPA does not directly endorse products or services of our sponsors or advertisers.

CAPPA maintains control of its marks/logo/name and sponsors or advertisers may not use such marks/logos/or name that expresses or implies endorsement of a sponsor's or advertiser's products or services.

CAPPA reserves the right to decline sponsorship or advertising for any reason.