



## **POLICY FOR CORPORATE RELATIONS AND SPONSORING**

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This is a translation of Föreningen Ekonomerna's Swedish policy "Policy för Näringslivsverksamhet och sponsring". In case of ambiguity in matters of dispute, the Swedish version shall always apply.

### **Aim and background**

Föreningen Ekonomerna collaborates with several partners and sponsors from the business sector and industries. This policy contains guidelines for how communication with these parties shall be handled to maximize professionalism and quality as well as guidelines for what applies when receiving sponsorship and what service in return that may be offered.

### **Collaborative partners**

- All contact with Föreningen Ekonomerna's collaborative partners shall go through the contact persons in the Business Committee, or Head of Corporate Relations in the Board, or another person that the Head of Corporate Relations proposes. This is to guarantee continuity and seriousness towards our partners. This does not apply to the brand Ekonomernas Dagar, the form of contact is then decided in consultation with the Head of Corporate Relations in the Board.
- The Association's main partners shall be displayed at all the Association's events when circumstances allow so.
- The Head of Corporate Relations is responsible for informing concerned committees, clubs and projects of their responsibilities towards collaborative partners as stipulated in the agreements.

### **Business sector and Industries**

- In order to offer a qualitative collaboration to the business sector and industries, all committees shall work towards increasing the knowledge of as well as the importance of contact with the business sector and industries.
- The Association shall strive to ensure that committees and their members cooperate in the arrangement of and participate in events that are organized jointly with business sector and industry.



- Before a member makes contact with business and industry representatives, the member shall contact the Head of Corporate Relations at the Board and obtain approval to establish contact. Ekonomernas Dagar is an exception where contact will be made in accordance to the project's internal guidelines.
- Collaboration with the business sector and industries that are targeting tobacco, gambling, weapons, pornography, politics, political messages or illegal activities is not allowed. In the event of confusion the Head of Corporate Relations in the Board shall be consulted.
- When projects are arranged with the business sector and industries a meeting shall be held with the Head of Corporate Relations in the Board no later than six weeks before the start of the event.
- When invoicing the business sector and industries, see the financial policy.

### **Sponsoring**

- Sponsoring from companies within tobacco, gambling, weapons, pornography, politics, political messages or illegal activities is not allowed. In the event of confusion the Head of Corporate Relations in the Board shall be consulted.
- Marketing other than on the spot is not included in the sponsoring agreement if nothing else is agreed with the Head of Corporate Relations in the Board. Sponsorship of alcohol may never be promoted other than on the spot by visibility of the product.