

PDGA Sponsorship and Advertising Policy Updates

The following changes (in RED TEXT, below) have been approved by the PDGA BoD based on the proposed change to the language in the CBD policy, as well as the expected course of action for the sponsor, the event, and the PDGA:

Guidelines

These guidelines are intended to be practical and accountable. The PDGA reserves the right to refuse any offer of advertising or sponsorship at its absolute discretion or to negotiate with potential advertisers or sponsors concerning any aspect of a proposed advertisement or sponsorship to adhere fully to these guidelines and to the principles stated above.

- All sponsorships require a formal agreement defining the terms of the sponsorship, including any recognition of the sponsor by the PDGA. Advertising content, including marketing language, design and use of company logos, branding strategies, product displays and/or distribution, and digital assets to be used must be defined clearly in all sponsorship agreements and adhere to the PDGA's brand standards, as well as all PDGA rules, competition standards, and policies.
- A sponsorship does not imply any exclusive arrangement with PDGA or endorsement of any product or service by the PDGA, nor does it imply any grant of control or influence to the advertiser or sponsor over the content of any PDGA activity, publication, position, or policy.
- The PDGA reserves the right to request modification or termination of any advertising or sponsorship agreement.
- The PDGA reserves the right to terminate any advertising or sponsorship agreement if the advertiser or sponsor or its representatives or agents engage in any conduct that would lead the PDGA to determine reasonably that its continued participation in the arrangement would adversely affect the reputation of PDGA, its members or partner network.
- All sponsorships, advertising and marketing activities shall comply with the national, state or local laws and regulations of their respective countries and in the jurisdiction of the event.

Exclusions

The PDGA does not accept advertising or sponsorships for products or services that promote federally and nationally illegal activities or controlled substances or that are judged to be demeaning or sexually explicit.

Advertisements or sponsorships for the following require approval by the PDGA Board of Directors at PDGA Major and Elite events. Elite events may also require the approval of the Series Host (e.g. DGPT).

Hard Liquor- any brand of hard liquor or any company exclusively manufacturing or supplying hard liquor. Hard liquor is an alcoholic beverage consisting of distilled spirits with an alcohol content of greater than 14% alcohol by volume (ABV).

Weapons- any company or initiative that manufactures or supplies deadly weapons. **Deadly weapon** means any weapon, whether loaded or unloaded, from which a shot may be discharged, or a switchblade knife, gravity knife, billy, blackjack, bludgeon, or metal knuckles.

Tobacco products or establishments- any company or establishment that manufactures or promotes the use of tobacco products of any kind.

Gambling opportunities or casinos- any company or establishment whose primary purpose is to provide an opportunity to gamble using real currency.

Social causes- organized efforts to effect political or social change in society.

Religious interests- any organization of, relating to, or devoted to religious beliefs or observances.

CBD products- As per the PDGA CBD Policy, any and all CBD products manufactured by a potential sponsor must be lab tested and certified as a "CBD isolate." No psychoactive levels of THC or compounds thereof are permitted. Any imagery promoting the product must not display smokeable methods of consumption.

Any PDGA Major or Elite event considering a sponsorship with a company in an industry listed above must complete and submit the Sponsorship Approval Form [<LINK>](#) for each potential sponsor. All requests must be submitted no less than 3 weeks prior to the start of the event. The PDGA will evaluate the full scope of the sponsor arrangement to ensure it meets all guidelines listed above.

Editorial and Style

The PDGA requires that all advertisements and marketing materials meet high professional and editorial standards. Advertising and marketing materials should:

- Be clearly written.
- Be professional in appearance and content.
- Use appropriate language and correct spelling, punctuation and capitalization.
- Follow the Associated Press Stylebook unless variance is expressly permitted by the PDGA.
- Feature links (if applicable) that lead to relevant content that adheres to the PDGA's Advertising and Sponsorship Policy.
- Avoid the use of any trademarked or copyrighted material belonging to a third-party without their express permission.

These guidelines ~~provide general guidance.~~ They are not inclusive or exhaustive and are subject to change at the discretion of the PDGA at any time.

Additional resource: DGPT Media Regulations- <https://www.dgpt.com/media-regulations/>