

**Sponsorship Policy of the Medical
Students' Society of McGill
University—Politique de
commandite de l'Association des
Étudiant(e)s en Médecine de
l'Université McGill**

Effective July 1, 2018

Sponsorship Policy, Medical Students' Society (MSS)

Table of Contents

PREAMBLE	3
EVALUATION OF SPONSORS	3
ACCEPTANCE OF SPONSORS	4

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PREAMBLE

The main goal of this policy is to establish a standard process by which the Medical Students' Society of McGill University (hereinafter referred to as the Society) will evaluate potential sponsors and establish sponsorship agreements that are acceptable to the Society and its members. These regulations apply to financial agreements of any value.

This Policy shall come into effect on July 1, 2018.

1. EVALUATION OF SPONSORS

- 1.1. GENERAL PRINCIPLES.** The Society will seek to find sponsors and sign agreements which are reasonable with regards to:
 - (a) The content of the proposed advertisement;
 - (b) The most recent practices of the sponsor, and not of its partners, suppliers, etc.
- 1.2. NATURE OF ADVERTISEMENT.** The content of the proposed advertisement:
 - (a) Must not enter into conflict with the Society's objectives;
 - (b) Must not contain a message that could be interpreted as inflammatory or discriminatory;
 - (c) Must not promote a product, a service or an activity that is illegal;
 - (d) Must not tarnish a person's, a company's or an organization's reputation.
- 1.3. SPONSOR PRACTICES.** The following methods apply to judge the appropriateness of sponsor practices:
 - (a) The most recent practices of the sponsor must be deemed ethical by the General Council;

Sponsorship Policy, Medical Students' Society (MSS)

(b) The proposed sponsor must not represent a conflict of interest with respect to medical professionalism, for example by being involved in an industry or in another company that might influence the decision-making of physicians.

1.4. OVERSIGHT. The General Council may review the practices of a sponsor in any current agreement if petitioned to do so by a member of the Society.

2. ACCEPTANCE OF SPONSORS

2.1. GENERAL. No agreement shall be made with a sponsor until all of the above evaluation requirements which apply have been met. Once the evaluation is complete, the agreement will be accepted along the general principles outlined below.

2.2. MANAGEMENT. The Board of Directors is responsible for the interpretation and application of the present policy. The MSS Executive Vice-President shall countersign sponsorship agreements on behalf of the Society, and a copy must be kept in the Society archives. The Executive Vice-President shall provide past and potential sponsors with an updated copy of the Society's Sponsorship Policy. The Executive Vice-President and Vice-President Internal are responsible for informing the Society clubs of the present policy.

2.3. INDEPENDENCE. A single sponsor cannot provide more than 49% of the annual budget.

2.4. TIME LIMITS. The Society shall not sign any agreement that lasts longer than three (3) years in duration, unless approved by the General Council. The Society shall not sign any exclusivity agreement that lasts longer than one (1) year in duration. The Society shall not sign any agreement that requires renewal more frequently than monthly.

2.5. TRANSPARENCY. The Society shall disclose all financial aspects of any current or future sponsorship agreement upon request by a Society member to do so.

2.6. PRIVACY. No sponsor is to contact Society members personally and without their permission by phone, mail or electronic mail. No sponsor is to distribute promotional material to Society members, without previous approval from the General Council of the Society.