



## Commercial Relationship Policy

### Introduction

Companies, primarily pharmaceutical and biotech companies, often provide significant opportunity for the Arthritis National Research Foundation (the Foundation) to accomplish its mission in areas where its interests and those of the companies coincide. Such commercial relationships may advance the objectives in the following ways:

- Increase dissemination of health information and education to the public, using the additional resources provided by the commercial partner that would not otherwise be available to the ANRF.
- Leverage the ANRF's reach by employing a company's resources to help develop, produce and implement the Foundation's mission-related programs, materials and activities directed to patient, research and medical professional communities.
- Increase the overall capacity of the Foundation to fulfill its mission.

The relationship between the Foundation and companies must be of a high quality, ethical and effective collaborative affiliation. The objective in these relationships must be to leverage the value of such relationships, for both the Foundation and the company, while preserving the integrity and neutrality of the Foundation as a nonprofit organization. From the Foundation's standpoint, the relationship must advance the Foundation's mission and research goals. These guidelines describe the principles that guide the Foundation's commercial relationships.

### Defining a Commercial Relationship

There are a variety of relationships typical of a nonprofit organization's efforts to work with and gain support from companies including those that may include monetary support, provide in-kind services, and others that are educational and awareness building in nature. All such relationships are entered into in order to support and advance the mission of the nonprofit.

The definitions and examples that follow help define the potential nature of these relationships:

### General Policies Governing Commercial Relationships

The Foundation will allow the use of its name and/or will participate in a joint program with a company when the program provides a significant, direct value and/or benefit to people with arthritis and related autoimmune disease or researchers who are working in arthritis and related autoimmune diseases.

## Specific Information for Defining Commercial Relationships

### Health Message Promotions

On occasion, the Foundation welcomes inclusion of its name and contact information in company product information, advertising or patient package inserts when it is identified as a separate, independent source of neutral information for the public on arthritis and related autoimmune disease and all of its treatments with prior approval from the Foundation. This type of awareness activity supports the educational function of the Foundation while maintaining the organization's neutrality and the public's perception of that neutrality. The Foundation values such opportunities to reach new audiences. The Foundation will not allow its name or logo to be used without permission in product advertising or promotions of any type.

### Licensing (and Trademark)

The Foundation must follow trademark laws in allowing use of its name and logo. The Foundation cannot license the distribution of its printed materials, including its newsletters and booklets, outside the United States due to trademark restrictions. However, use of the Foundation's materials is encouraged. The Foundation permits use of its materials provided written approval is obtained from the CEO and educational booklets are copyrighted and articles or text used from these sources need to be acknowledged.

### Strategic Alliance and Co-Sponsorships

*Mission Match* – the project must fit with the Foundation's mission, goals and strategies. There must be an immediate, direct benefit, value or impact for research in arthritis and related autoimmune disease.

In order to ensure independence, the Foundation only allows public relations agencies under contract with the Foundation to act on the Foundation's behalf when conducting media activities such as pitching or distributing media material. There may be instances where a strategic partner is contracting with a PR agency for a project that involves the Foundation. In this case the Foundation must give prior approval to the selection of the agency. The Foundation must manage and approve program content related to any online content, social media cross promotions, news releases, video content or news releases and logo usage on any content. The Foundation is deemed a party in the partnership that determines and manages all operational criteria including:

- Mailing and faxing all materials
- Contact names included on materials
- Follow-up pitching
- Spokespersons
- Ownership of all film, video, b-roll, etc.

### Operating Policies

***Use of the Foundation's name and/or logo:*** The Foundation must review and approve, in writing (email), all collateral, promotional and advertising (print and online) materials in their final form before they can be disseminated to the public and the media as part of a joint program. The use of the Foundation's name and/or logo in any advertisement or public service announcement or by companies and other outside agencies must have the Foundation's prior approval. Usage of the Foundation's name/logo and identifying marks shall be clearly described, and the period of usage specified within a written agreement. The

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Foundation shall not allow its name/logo or identifying marks to be used in any promotion or advertisement that names and compares competing products. Companies and agencies may not publicize their membership in the Foundation in promotional literature or advertisement or announcements without Foundation approval.

**Product mentions:** Any mention of specific products of a company sponsor included in an acknowledgement must be worded to ensure that they cannot be reasonably interpreted as an implied endorsement, which would violate Foundation policy.

**Privacy:** All queries from the public generated through a joint program must come directly to the Foundation or an independent fulfillment service for response. The Foundation mailing list is confidential and cannot be released to any outside party for their use.

**Disclosure:** The Foundation and the company will identify to the public the nature and extent of the relationship. The Foundation will disclose financial and other benefits it receives from a commercial relationship. If a purchase by a consumer causes a donation to be made to Foundation, the portion of the sale to be received by the Foundation will be disclosed, as well as any cap or limitation of the amount of the donation. The Foundation will not disclose proprietary or confidential information of the company.

**Project management fees:** The Foundation will charge a project management fee for reasonable reimbursement of time, resource and cost expenditures.

**Policy evaluation:** The Directors will review this policy periodically and retains final approval of these policies. This policy may be updated periodically as deemed necessary by the Foundation staff. At the Foundation staff's discretion, the Directors may also be asked for guidance and to approve specific company programs.

**Acknowledgements:** All program sponsorships will be appropriately acknowledged and approved by Foundation staff.

**Approved by Board of Directors**