



## **Advertising/Sponsorship Policies and Guidelines**

*Updated July 2020*

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## **A. General Policies and Guidelines for all Advertising and Sponsorships**

All advertising and sponsorships will comply with the policies and guidelines of the Canopy Realtor® Association, as such may be adopted or modified from time to time.

These policies and guidelines (the "Policies") apply to the CarolinaHome.com, CarolinaRealtors.com, CanopyREInstitute.com and RealtorsCareDay.com websites, all member publications and email blasts, and sponsorships of Association events, programs, classes and special activities.

The organizations affiliated with the Association include Canopy Housing Foundation (the "Foundation"), Canopy Real Estate Institute (the "CanopyREI") and Canopy MLS. These Policies apply to all advertising and sponsorships with any and all of such organizations, (collectively, the "Association").

For the purpose of these Policies, a real estate brokerage firm is defined as an entity under which Association members and subscribers list, buy, sell, exchange or invest for others on a commission basis without having title to the property.

Advertising is deemed to be any advertisement, signage, label, packaging, imprint, logo, sales promotion activity or device, public relations material or events, merchandising or other activity or communication that has the purpose of promoting a non- Association product, service, event, organization, class or special activity.

Sponsorship is deemed to be the financial support of an Association event, program, class or special activity to the extent that the sponsoring person or organization provides or pays for advertising, promotion, materials, awards and/or other items or services of value associated with such sponsorship.

Builders and developers who are members of the Association or who are represented by a member of the Association may advertise to the Association membership. Non-member builders and developers are not permitted to advertise to the Association membership.

All Advertisers/Sponsors agree to comply with the Association Alcohol Policy, as such may be modified from time to time.

## **B. Prohibited Advertisements/Sponsorships**

1. The advertisement or promotion of specific properties for sale, exchange, investment, rent or lease, of member firms, or of individual members will not be accepted.
2. Real estate brokerage advertising and real estate brokerage recruitment advertising is strictly prohibited. However, real estate brokerages may sponsor certain Association events, and/or pursue brokerage recruitment through Canopy REI.
3. Advertisements or sponsorships from any entity in competition with any program, publication, activity, material, product or service of the Association will not be accepted.
4. Advertisements or sponsorships that could be perceived to diminish the value of a Realtor® or that promote the exclusion of the Realtor® from a real estate transaction will not be accepted. Advertisements or sponsorships that promote or facilitate, or that contain links to websites that promote or facilitate, the completion of any real estate transaction without the use of a Realtor® will not be accepted.
5. Advertisements or sponsorships that promote materials, products or services deemed by the Association, in its sole discretion, as inappropriate for any reason will not be accepted.
6. Advertisements that contain a link to any website that makes reference to or promotes pornography, religious or partisan political causes or any other matters that may be deemed offensive, vulgar, obscene, deceptive, scandalous or inappropriate by the Association, in its sole discretion, or that tends to degrade, tarnish, damage or otherwise negatively affect the reputation and goodwill of the Association or other individuals in society, or that may offend the community or public morals or decency, or that contains content prohibited by law, will not be accepted. Likewise, the Association reserves the right to refuse to accept sponsorships and advertisements from any company condoning the behavior of any employee that has become the subject of public disrepute, contempt, scandal or any other act of moral turpitude.
7. Advertisements that pertain to or provide links to any website that references "For Sale By Owner" properties will not be accepted.

## **C. DISCLAIMER AND LIMITATION OF LIABILITY**

1. Advertisers/Sponsors shall comply with all applicable state and federal laws, rules and regulations including, but not limited to, all truth-in-advertising laws, which state that advertisements must be truthful and non-deceptive. Advertisements must include accurate, factual information. Advertisements that include false or misleading information or factual misrepresentations will not be accepted nor allowed to remain.

2. The following applies for residential housing (condos and single-family homes), development or project advertisements:

**North Carolina Real Estate Commission**, Chapter 58, Subchapter 58A Sec. A.0105 Advertising: Blind Ads: "A broker shall not advertise the sale, purchase, exchange, rent or lease of real estate for others in a manner indicating the offer to sell, purchase, exchange, rent, or lease is being made by the broker's principal only. Every such advertisement shall conspicuously indicate that it is the advertisement of a broker or brokerage firm and shall not be confined to publication of only a post office box number, telephone number, street address, internet web address, or email address."

3. The Association does not have a duty to monitor or ensure that any link to any website contained in an advertisement is functional. However, the Association may review the content of any website contained in an advertisement to determine whether the content of such website complies with these Policies.

4. Advertisers and Sponsors accept full liability for all content submitted to the Association including but not limited to text, representations and illustrations of advertisements, printed collateral and sponsorship materials.

5. Advertisers and Sponsors hereby release the Association and its, officers, directors, employees, agents, members and subscribers from any and all liability related to any and all damages, injuries, losses, claims, actions, charges, fees and lawsuits resulting or arising from any advertisement and/or sponsorship with the Association.

6. The Association, in its sole discretion, reserves the right to reject or cancel any advertisement or sponsorship at any time, for any or no reason, with or without notice to the Advertiser or Sponsor.

## **D. WEBSITE HYPERLINKS IN ADVERTISEMENTS**

1. All hyperlinks will open a new browser window.

2. The Association makes no guarantee of the number of clicks made on any advertisement's hyperlink.

## E. MISCELLANEOUS

1. “Realtor®” is a federally registered collective membership mark that identifies a real estate professional who is a member of the National Association of Realtors® and subscribes to its Code of Ethics. When used, the first “R” in the word Realtor® must be capitalized and the federally registered collective membership mark must follow the word with each and every use.

2. The Association will interpret and enforce these Policies. Furthermore, the Association reserves the right to change these Policies, at any time, for any or no reason, with or without notice to the Advertiser or Sponsor.

3. The Association reserves the right to allow any approved Advertiser or Sponsor to buy additional advertising/sponsorship space available, after the “Advertising Date”, as described in Advertising/Sponsorship Contract attached hereto, has passed, if all advertising/sponsorship spaces have not already been sold.

4. The overall management of advertising and sponsorships shall be conducted under the supervision of the CEO of the Association.

5. The Association’s Communications Advisory Group (the “Advisory Group”) shall provide guidance and recommendations to the Association regarding advertising and sponsorship issues. The Advisory Group has the authority to recommend policy, but not the authority to establish policy, which authority rests with the Association Board of Directors.

6. A logo used in an advertisement or in connection with an event sponsorship may, by default, carry the name of a member firm if the business of the firm extends beyond real estate brokerage. In such event case, the advertising message must be clear as to what is being advertised and may, in no way, suggest or mention real estate brokerage services.

**Example:** ABC Realty, Inc.’s business is real estate brokerage, appraisal and property management. Because ABC Realty, Inc. also conducts some real estate brokerage as defined in these Policies, ABC Realty Inc.’s logo may be used in the advertisement, but the text in the advertisement must make it clear that it is the non-real estate brokerage business being advertised, such as appraisal or property management.

7. The Association reserves the right to fill open ad space with content of its choosing.

8. Sponsorships will be noted by name and the font size will be based on level of sponsorship. A Sponsor logo will be used only when appropriate, based on level of sponsorship.
9. No Realtor® member firm or firms' service company will be allowed to be a title or signature Sponsor.

## **F. Internet/Electronic Advertising**

1. On CarolinaRealtors.com/CanopyMLS.com & New Home Connection

### Advertisers Allowed:

- Affiliate Members
- Property Management companies
- Builders/Developers
- Other businesses related to the real estate industry and other services offered by a member firm other than real estate brokerage.
- Officially recognized/slotted state or national-level Association candidates as part of their election campaigns.
- Retail financial institutions

2. On CarolinaHome.com

### Advertisers Not Allowed:

- Builders/Developers, community or auction services.
- Real estate brokerages and brokers. *Note:* Advertisement of real estate related services, other than brokerage services, provided by a real estate brokerage or broker are allowed.

3. Through "Email Blasts"

- Advertising is permitted through the "Sponsor Spotlights" email blast only.
- There shall be no advertising through eHeadlines or Canopy REI Education News Update email blasts.

4. The Association makes no guarantee that any website, including Association-related websites, will be operable at all times or at any particular time. Short periods of downtime for regularly scheduled website maintenance should be expected. Unscheduled downtime may also occur due to outages, caused by events beyond the Association's control, including but not limited to, fires, floods, natural disasters, wars, acts of terrorism, epidemics, or other acts of God.

## **G. Sponsorships**

### **1. Association Events**

#### **Sponsorships Allowed:**

- Businesses/corporations, builders, developers, communities or developments.
- Association Affiliate Member's products and/or services (e.g., home inspectors, pest inspectors, etc.).
- Member firms' service companies other than real estate brokerage.
- Officially recognized/slanted state or national-level Association candidates as part of their election campaigns.

### **2. Canopy Housing Foundation**

#### **Sponsorships Allowed:**

- Association members and member firms.
- Association Affiliate Member's company products and/or services (e.g., home inspectors, pest inspectors, etc.).
- Businesses/corporations, builders, developers, communities or developments, or member firms' service companies (e.g., mortgage division, etc.).
- Retail financial institutions offering real estate or real estate services.
- Officially recognized/slanted state or national-level Association candidates as part of their election campaigns.

### **3. Sponsor Recognition**

- (a) Sponsorships will be noted by name and the font size will be based on level of sponsorship.
- (b) A Sponsor logo will be used only when appropriate, based on level of sponsorship.
- (c) No Realtor® member firm or firms' service company will be allowed to be a title or signature Sponsor.