National ABA Service Quality Network (NASQN)

Sponsorship Acknowledgment Policy

(For 501(c)(6) Tax-Exempt Compliance)

Effective Date: 12/16/2025 per Executive Board unanimous vote to approve
Approved By: NASQN Executive Board

1. Purpose of This Policy

The purpose of this Sponsorship Acknowledgment Policy is to ensure that all public recognition of NASQN sponsors complies with IRS regulations governing 501(c)(6) membership organizations. This policy protects NASQN's tax-exempt status by preventing sponsorship acknowledgments from becoming advertising or endorsements, which may result in unrelated business income or jeopardize tax-exempt classification.

NASQN welcomes sponsorships that support its mission to advance high-quality, ethical ABA service delivery nationwide. This policy ensures sponsor recognition is appropriate, compliant, and transparent.

2. Definition of Qualified Sponsorship Payment

A qualified sponsorship payment is financial or in-kind support provided to NASQN without the expectation of substantial return benefit. Under IRS rules, NASQN may acknowledge sponsors publicly without transforming that acknowledgment into advertising.

Acknowledgment is permitted.
Advertising is not.

3. Permitted Sponsor Acknowledgments (Allowed)

NASQN may publicly acknowledge sponsors in any medium (website, newsletter, social media, email, conference materials, etc.), using factual, value-neutral information, including:

✓ Sponsor’s name

✓ Sponsor’s logo

✓ Sponsor’s tagline (if non-promotional)

✓ Factual description of the organization (mission, services offered)

✓ Sponsor’s statement expressing support for NASQN

✓ Hyperlinks to the sponsor’s website or social media

✓ Recognition of sponsorship level

✓ Thank-you messages expressing appreciation

✓ Description of how the sponsorship supports NASQN’s mission

Examples of permitted language:

- “NASQN thanks [Sponsor] for supporting IGNITE 2026.”
- “Learn more about [Sponsor] at: [website].”
- “[Sponsor] provides credentialing and operational support for ABA organizations.”
- “We are grateful for [Sponsor]'s commitment to quality in ABA services.”

These are considered acknowledgments, not advertising.

4. Prohibited Sponsor Recognition (Not Allowed)

To maintain compliance, NASQN may **not**:

❌ Endorse a sponsor’s products or services

❌ Use comparative or persuasive language

❌ Include price information, promotions, or discounts

❌ Encourage audience members to purchase or use the sponsor’s services

❌ Describe sponsor services as “the best,” “preferred,” or “recommended”

❌ Include calls to action directing people to buy, order, contact, or sign up

❌ Include detailed qualitative claims or testimonials

Examples of prohibited language:

- “Contact [Sponsor] today for your billing needs!”
- “We recommend [Sponsor] as the best ABA billing provider.”
- “Get 20% off using code NASQN!”
- “[Sponsor] is the top choice for ABA practices.”

These actions may create advertising, which is not allowed in sponsor acknowledgment under 501(c)(6) rules.

5. Internal Review Requirement

All sponsor acknowledgment content must be reviewed by:

A member of the NASQN Executive board or a designated compliance reviewer, to ensure:

✓ No advertising language is included
✓ All acknowledgment is factual and neutral
✓ No endorsement or call to purchase is implied
✓ Sponsor logos and blurbs do not include promotional claims

6. Sponsor-Provided Language

Sponsors may submit their own organizational blurbs or statements. NASQN will review and may edit such content to ensure compliance. NASQN reserves the right to decline statements that:

- Contain promotional claims
- Include comparative language
- Utilize strong marketing calls-to-action
- Use superlatives (“best,” “leading,” “number one,” etc.)

7. Location and Frequency of Acknowledgment

NASQN may display sponsor acknowledgments in:

- Conference pages

- Social media posts
- Event programs
- Email newsletters
- The NASQN website
- Promotional materials
- Press releases
- Slideshows or session introductions

Frequency and placement of acknowledgments will be determined by NASQN in accordance with sponsorship level, event relevance, and space availability.

8. Distinction Between Sponsorship and Advertising

If a sponsor requests advertising or promotional activity outside the scope of qualified sponsorship acknowledgment, such requests:

- Must be treated as taxable unrelated business income, or
- May be declined to preserve NASQN's exempt purpose

NASQN does not provide marketing services, endorsements, or commercially promotional messaging as part of sponsorship packages.

9. Protection of NASQN's Mission & Integrity

NASQN retains the right to approve or decline sponsorship from any organization whose activities, reputation, or goals are inconsistent with NASQN's values or mission.

10. Policy Updates

NASQN leadership may revise this policy at any time to ensure continued compliance with IRS regulations governing 501(c)(6) organizations.

11. Correction of Accidental Policy Violations

NASQN recognizes that errors may occasionally occur in sponsor acknowledgment materials. If any acknowledgment unintentionally includes language or content that could be interpreted as advertising, endorsement, or otherwise inconsistent with IRS requirements for 501(c)(6) organizations, NASQN will take the following corrective actions:

I. **Immediate Review**
NASQN Leadership or a designated compliance reviewer will evaluate the content to identify the specific policy violation.

II. **Prompt Correction or Removal**
Corrective steps may include editing, retraction, removal, or replacement of the content to bring it into alignment with this policy and IRS guidelines.

III. **Sponsor Notification (if necessary)**
If changes impact sponsor-provided language or materials, NASQN will notify the sponsor and provide a compliant revised acknowledgment.

IV. **Internal Documentation**
NASQN will document the issue and the corrective action taken to demonstrate good-faith compliance efforts.

V. **Staff & Volunteer Guidance**
NASQN may provide additional training or guidance to staff, volunteers, or committee members to prevent recurrence.