



4-H FUNDRAISING: SPONSORSHIPS & PROMOTIONS

Under provisions of 18 USC 707 and 7 CFR Part 8:

The 4-H Name and Emblem are held in trust by the Secretary of Agriculture of the United States Department of Agriculture for the educational and character-building purposes of the 4-H program and can be used only as authorized by statute and according to the authorization of the Secretary or designated representative, the Director of 4-H National Headquarters, National Institute of Food and Agriculture (NIFA), U.S. Department of Agriculture (USDA).

Frequently, private partners within the 4-H system, such as 4-H National Council or state 4-H foundations, may work with commercial entities to raise funds on behalf of the 4-H program. Sometimes these funds are provided as grants or awards; other times the commercial entity may request to be a "sponsor" of 4-H programs or wishes to be included as part of a special promotion in the media or other public setting. A common sense rule when considering sponsorships or promotions related to 4-H Youth Development is: If the primary and most significant benefit accrued by the use of the 4-H Name & Emblem will be to the 4-H program rather than a commercial entity, then it is appropriate and acceptable to proceed.

Any use of the 4-H Name & Emblem is forbidden if it exploits the 4-H programs, its volunteer leaders or 4-H youth participants or the USDA, the Cooperative Extension Services, or the land grant institutions, or their employees.

All moneys received from 4-H fundraising programs, except those necessary to pay reasonable expenses, must be expended to further the 4-H educational programs.

AUTHORITIES OF 4-H FOUNDATIONS AND PRIVATE PARTNERS

Private entities when sanctioned by an appropriate body within the Cooperative Extension System and authorized by National 4-H Headquarters, are much like the Land Grant Universities and State Cooperative Extension Services and have been granted the authority to use the 4-H Name & Emblem to carry out a specific function such as fundraising on behalf of Cooperative Extension; HOWEVER, they have not been made authorizing designees for the Secretary of Agriculture and cannot authorize or approve other entities, products, or services for use of the 4-H Name & Emblem.

A State organization which accepts donations and sponsorships using the 4-H Name & Emblem at the state level, should inform the commercial enterprise that such authorization is for that State only and that multistate follow-up requires authorization from the Director, 4-H National Headquarters, NIFA, USDA, Washington, DC.

SPONSORSHIPS AND PROMOTIONS

To sponsor something is to support an event, activity, or organization financially or through the provision of products or services. A sponsor is the individual or group that provides the support. Sponsorship may be an arrangement to exchange advertising for the responsibility of funding a popular event or entity. For example, a corporate entity may provide funding for an event in exchange for brand recognition. This type of sponsorship, known as cause-related, is prominent in the sports, arts, and media and charity sectors.

Promotions involve bringing a service to the attention of potential and current customers through media and linking products, services, or entities with services or events already viewed as positive by the intended audience.

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4-H National Headquarters Fact Sheet

Private and commercial entities wishing to sponsor or partner with 4-H programs on a promotional activity are subject to the following regulations:

- The 4-H Name & Emblem shall not be used to imply endorsement of commercial firms, products, or services.
- The 4-H Name & Emblem shall not be used in such a manner that increases profit for a commercial venture with no benefit to the educational goals and objectives of the 4-H Youth Development program.
- Authorization to use the 4-H Name & Emblem, or donations to any representative of the 4-H program, do not grant the applicant or donor exclusive rights to use the 4-H Name & Emblem or claim an exclusive relationship with the 4-H program for this or any other purpose.

ENDORSEMENT OF COMMERCIAL FIRMS, PRODUCTS, OR SERVICES

The 4-H Name & Emblem shall not be used to imply endorsement of commercial firms, products or services. When used to promote 4-H educational programs, the 4-H Name & Emblem, subject to obtaining authorization as provided in National 4-H regulations, may be used on or associated with products and services sold in connection with 4-H fund-raising programs so long as no endorsement or the appearance of an endorsement of a commercial firm, product or service is either intended or effected. Tributes to 4-H contained on or associated with commercial products or services, when such products or services are used for the fund-raising activities, are subject to the requirements of this paragraph. The focus of these ads or materials should be an endorsement of or tribute to 4-H, not 4-H's endorsement of the product.

Authorizations and approvals must be used for the educational and character-building purposes of the 4-H program and to serve the educational needs and interests of 4-H youth. Authorization can not be provided to: (1) Commercial firms, vendors or organizations that would profit from the use of the 4-H Name & Emblem for merchandise, supplies, products, and/ or services, or (2) When intended for or available to the general public with no benefit to the educational goals and objectives of the 4-H Youth Development program. Additionally, the 4-H Name & Emblem shall not be used to imply endorsement of commercial firms, products, or services. When a product, firm, or service has met the condition of benefiting the educational goals and objectives of the 4-H youth development program and is approved by the appropriate level of authority - it may then be referred to as a "sponsor" or "supporter" of 4-H youth development - clarity should still be provided with the inclusion of the following statement on the product or publications related to an event:

"_____ is a sponsor of 4-H Youth Development programs and has provided funding, goods or services in support of 4-H. Acceptance of sponsorship does not imply endorsement by 4-H of any firm, product, or service."

EXCLUSIVITY

Authorization to use the 4-H Name & Emblem, or donations to any representative of the 4-H program, do not grant the applicant or donor exclusive rights to use the 4-H Name & Emblem or claim an exclusive relationship with the 4-H Youth Development Program for this or any other purpose. As a result, **donors or sponsors should not be referred to as the "official" sponsor or product of 4-H.** The 4-H Program and its authorized agents may grant similar authorizations or donor relationships to competing organizations; and the authorization is revocable at the discretion of 4-H National Headquarters, NIFA, USDA.

USE OF THE 4-H NAME & EMBLEM IN SPONSORSHIPS AND PROMOTIONS

The 4-H Name & Emblem may be used in conjunction with the names, emblems, and word marks of other organizations and programs when 4-H is a partner, co-author, sponsor, or supporter, or in some other official relationship. When feasible, the nature of the relationship among the organizations should be clearly defined (e.g., in partnership with, sponsored by, etc.), and the 4-H Emblem should be given prominence consistent with its role in the relationship. The 4-H Emblem should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Emblem. To avoid the appearance of endorsement of a program, product, or service, the 4-H Emblem may not be incorporated into a larger design of a program, product, or service that is protected by trademark, service mark, copyright, or other similar laws. It is not acceptable to incorporate the 4-H Emblem into any other organization's logo or emblem. The authority for determining the proper display and use of the 4-H emblem rests with 4-H National Headquarters, NIFA, USDA. Please consult *Using the 4-H Name and Emblem* guidelines available at <http://www.national4-headquarters.gov/> for more information.

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SPONSORING CONTESTS, AWARDS PROGRAMS, AND OTHER EVENTS

Donor or sponsor identification and involvement with a 4-H contest, awards program, or event will be approved only as result of an agreement between the Cooperative Extension Service and the donor or sponsor as to the type of award, purpose of the award, criteria on which the award will be given, and/or the rules and regulations under which a contest or awards program shall be conducted. Any sponsor, donor, organization, individual, or group wishing to cooperate with the Cooperative Extension Service in sponsoring an award or contest shall receive authorization to use the 4-H Name & Emblem from the appropriate person in their geographical area of responsibility prior to issuing any publicity or promotional materials related to the award or contest.

Donors or 4-H awards or cooperating sponsors of 4-H contests should be recognized by the Cooperative Extension Service in ways that show appreciation, but do not imply endorsement of the donor's product. Likewise, donors should be permitted to publicize their association and involvement with 4-H, but focus should be on the 4-H rather than on sales promotions. Any tangible item given by a donor as a 4-H award that incorporates the 4-H emblem as a part of the item shall use the official shape and design of the 4-H emblem as prescribed in the regulations and shall be duly authorized for production. Donors of 4-H awards or cooperating sponsors of 4-H contests cannot require the use of or refer to specific brand name products or services as criteria for an award or in conducting a contest.

If the Name or Emblem of 4-H is used in conjunction with a donor or sponsor's name on any 4-H award or in printed or visual material used in publicizing, promoting, or conducting a 4-H contest, the 4-H Name & Emblem shall be given a position of prominence. In conjunction with a 4-H contest or other programs for which awards are given (demonstrations, exhibits, or displays), the use of brand name products or services should be discouraged and if used, a statement clarifying 4-H does not endorse the products or services should be included in the program or written materials.

SPECIAL 4-H DAYS OR EVENTS SUPPORTED BY PRIVATE ENTERPRISE

4-H groups often participate in events arranged and conducted by private enterprise companies and organizations. When 4-H members participate, their primary role should be to promote the 4-H program and not the product, membership, religion, or politics of the organizer.

USE OF 4-H MEMBERS IN SPECIAL EVENTS ON BEHALF OF A PRIVATE ENTERPRISE

Many 4-H groups participate in project demonstrations at shopping centers, hosting for private concerns, exhibits at trade shows, etc. Some of these occasions require ties to products. These may include (1) modeling at a specific department store, (2) demonstrating new products at a store, and (3) assisting in tours of a new manufacturing facility. These activities should be carried out to further the educational objectives of 4-H or to promote the 4-H program and not a product or service.

GENERAL PUBLICITY IN THE MEDIA

Public exposure for 4-H is appropriate and beneficial to 4-H. There are frequent occasions, however, when interest might be expressed by a private enterprise to have 4-H identified with specific products. Care should be taken to ensure that products or product names are concealed or otherwise obscured during photo or filming sessions and in written media releases. This will help to avoid any misunderstanding regarding product ties or endorsements by 4-H.

In the event commercial groups sponsor regular or special 4-H media programs, such sponsors should be encouraged to conclude the program with a statement that this program is being provided as a public service on behalf of 4-H or in support of 4-H.

For questions concerning 4-H Clubs or Affiliated 4-H Organizations, please contact the 4-H National Headquarters—USDA at (202) 720-2908 or at 4hhq@nifa.usda.gov. For additional Fact Sheets, or other materials related to 4-H programming, please visit <http://www.national4-hheadquarters.gov/>.