

Boys & Girls Club of Fresno County

Tobacco-Free Policy

Use of Tobacco Products
Tobacco Industry Sponsorship
Gear with Tobacco Advertising or Tobacco Logo

The *Boys & Girls Club of Fresno County* recognizes the significant research demonstrating the health hazards of the use of tobacco products, including smoking and the breathing of secondhand smoke. The *Boys & Girls Club of Fresno County* also recognizes its responsibility to its members to adopt and to teach acceptable health principles. The *Boys & Girls Club of Fresno County*, therefore, in the best interest of the health and safety of members and general public, hereby bans completely the use of tobacco products by and persons during programmed activities.

The *Boys & Girls Club of Fresno County* further, avows that under no circumstances will funds from the tobacco industry be accepted. This includes monies for sponsorship, advertising or promotions, including the purchase of or support for equipment, uniforms, sports and/or training facilities.

The *Boys & Girls Club of Fresno County* also recognizes that apparel or gear with tobacco advertising or tobacco logos sends a mixed message to youth and encourages tobacco use. To prevent this promotion of tobacco products, the *Boys & Girls Club of Fresno County* adopts this policy to prohibit the use of any gear displaying tobacco logos or tobacco advertising of any sort during activities affiliated with our organization.

This policy shall be established to:

1. Further the goal of consistency among on-going Boys & Girls Club programs to discourage children from using tobacco products,
2. Reflect and emphasize the hazards of tobacco use,
3. Promote health and encourage Boys & Girls Club members to adopt healthy lifestyles,
4. Protect the health and safety of Boys & Girls Club members, and
5. Eliminate the mixed messages that children receive through tobacco advertising and its association with sporting events.

Exhibit A

DMNS CORPORATE SPONSORSHIP STANDARDS AND PRACTICES

INTRODUCTION

The Denver Museum of Nature and Science welcomes partnerships with the business community. Because of the evolving nature of those partnerships from simple philanthropy to business relationship, the Museum is setting forth the following standards and practices to guide future collaborations.

By definition, a sponsorship is an affiliation between DMNS and a business for marketing purposes for which the business pays a fee or provides goods/services. While sponsorships are regarded as business relationships, sponsorship funds enable the Museum to advance its educational mission.

Sponsorship involves an exchange of benefits, some tangible and some intangible. Perhaps the most valuable benefit of a partnership with the Museum, but hardest to quantify, is association with its mission, image and reputation. Now 100 years old, the museum is one of Denver's leading cultural institutions with more than 1.3 million visitors in 2000. In third party market research, some 83% of the metropolitan population had visited the Museum in the past two years. The Museum is a popular tourist destination and attracts a local audience of young, highly educated family visitors. More complete demographic and psychographic audience profiles are available from the Museum's Marketing Division.

GENERAL PRINCIPLES

The following general principles are designed to protect the integrity and noncommercial character of the Denver Museum of Nature and Science.

Appropriateness of Funders

DMNS is an educational institution focused on the study and enjoyment of science and world cultures. Businesses interested in improved science literacy and cross cultural understanding are particularly well aligned Museum partners. **Because of the Museum's family audience and commitment to planetary and human wellness, for profit businesses who produce, sell, or distribute tobacco, firearms or pornography are not appropriate funders.**

Control of Content

As a scientific organization, the Museum works with many topics which may be the subject of public debate. For example, evolution; human sexuality and disease, including AIDS; environmental stewardship; substance abuse; fossil collection and sacred objects of Native Americans are current topics addressed by Museum programs. Our goal is to provide a balanced approach based on scientific information which leads to informed *public* decision making. While ready to work with the business community in fact gathering, the Museum retains ultimate control of the content of its exhibits and programs. The Museum also recognizes the sponsor's interest in high visibility, but recognition of sponsors must be secondary to educational content messages and the Museum's name and mission.

Appropriate Use of Collections

The Museum of Nature and Science is a collecting museum which preserves objects and specimens for scientific study. In any corporate sponsorship, collections must be handled with respect according to professional museum standards as articulated in DMNS and AAM collections and ethics policies. Collections shall not be used for commercial purposes, nor be removed from the Museum for sponsorship purposes.

Appropriate Use of Space

The 500,000 square foot Museum building consists of support and program areas. Corporate recognition activities generally occur in support spaces (entrances, atria, meeting rooms, restaurant, shops), with greater restrictions in program spaces such as galleries, classrooms and theaters. Sponsorship activities in these program spaces must follow current policies (e.g. catering policies). Any exceptions must be approved by the President. City Park surrounding DMNS is managed by the Denver Parks & Recreation Department and use of the park must follow city permitting procedures.

Prohibition Against Endorsements

The Museum will gratefully acknowledge a sponsor's support but will not specifically endorse any sponsor or its products or services or evoke a "call to action" to its audiences to purchase a sponsor's products or services. The Museum's intent is to meet and exceed current IRS regulations prohibiting these activities.

Preservation of Museum's Image, Quality and Reputation

The Museum's reputation is one of its most precious assets. In no way shall any sponsorship diminish that reputation. In the case of some breach of morals, if either side becomes the target of negative publicity resulting from bad business practices, the sponsorship shall be dissolved.