

**NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS  
POLICY & PROCEDURES**

POLICY TITLE:	Membership Affinity and Endorsed Products Programs
CLASSIFICATION:	Executive
POLICY NUMBER:	95-11-EX
DEPARTMENT COORDINATOR:	Executive
MOTION:	Roger Skinner
SECONDED:	
DATE SUBMITTED (INITIAL):	February 10, 1995
DATE APPROVED:	March 17, 1995
APPROVED BY:	Board of Trustees
AMENDED:	March, 2004
AMENDED:	April 10, 2006
SUNSET DATE:	2012

**PURPOSE:** To establish a method for selecting programs and/or products to be offered to members and to establish a method for entering into endorsement or sponsorship agreements.

**POLICY:** Outside vendors or organizations interested in entering into agreements which could result in revenue to the Association or special benefits to our members should submit written proposals for contract to the EVP.

**PROCEDURE(S):** Proposals for these products or programs shall be initially reviewed by NAHU staff and the appropriate committee of the Association and by legal counsel, as needed. A report of their findings shall be submitted to the Board of Trustees with a recommendation for action and the Board shall vote whether to enter such relationships. Staff shall notify the vendor of final decision and proceed accordingly.

If the relationship will include the use of NAHU's logo as provided in Article XV of our Bylaws, it should be clearly stated in the proposal and that use should be included in the motion for approval of the proposal.

This Policy specifically excludes sponsorships of specific events or exhibitors at those events. Such agreements will be contracted by the staff, who may, at their discretion, bring them before the Board of Trustees, and will only be effective for the duration of the event and the publicity surrounding it.

**FINANCIAL IMPACT:** Varies based on the program. Should be revenue positive or neutral.