 BETTER INVESTING™ The Leader In Investment Education	Sponsorship and Advertising Policy
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1.0 Introduction. BetterInvesting maintains a program of sponsorship and advertising. The program solicits several levels of corporate engagement including corporate membership; corporate sponsorship and participation in BI national and regional events; advertising in *BetterInvesting Magazine* and the electronic *Pursuits Newsletter*; product endorsement; and joint marketing or royalty agreements.

2.0 Purpose. The purpose of the BetterInvesting sponsorship and advertising program is to create:

- Opportunities for the BI Community to learn about individual publicly traded companies of all sizes.
- Opportunities for publicly traded companies of all sizes to reach the BI Community of retail investors.
- Additional sources of revenue for the organization.
- Expand educational opportunities for BI members to better understand all asset classes and company stages.

By leveraging BetterInvesting’s unique ability to bring together individual investors and publicly traded companies in these forms of information exchange, this program is consistent with BI’s investor education mission and brings value to corporate sponsors by enabling efficient access to a significant population of retail investors.

The sponsorship and advertising program helps diversify funding sources so that BetterInvesting is not dependant entirely on membership fees and product sales to cover the cost of operations. This program enables BI to keep membership fees affordable.

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The purpose of this policy is to assist and empower Home Office staff in their efforts to secure appropriate sponsors and advertisers, and to forward decisions regarding controversial sponsors and advertisers to a Task Force of the BI Board of Directors.


3.0 Formal Evaluation. As part of the corporate sales function, potential sponsors and advertisers will be vetted prior to delivery of a formal proposal to conduct business with BetterInvesting. This vetting process requires completion of an information sheet that confirms the following:

- Sponsor/advertiser is a publicly traded company – or –
- Sponsor/advertiser is privately held and has information that can be assessed by the BI team
- Sponsor/Advertiser is in good standing with BI
- Has advertised elsewhere
- Has no known credit/payment issues
- Sponsor/advertiser is not under investigation by the SEC or other government agencies
- Understands and has been advised that BetterInvesting members are committed to fundamental long term equity investing.

The Home Office will conduct a due diligence check on the company and its C-level officers. The information will be formally reviewed and a decision made regarding whether to accept or reject the prospective sponsor/advertiser.

4.0 Governance. The initial evaluation will be completed by the Home Office Vetting Committee consisting of the CEO, Director Communications, Director of Member Education and Chapter Development, and Director of Shared Services (CFO function). This group will review the information on the prospective sponsor/advertiser and determine whether to accept or reject the prospect. If the committee is uncertain whether a prospective sponsor/advertiser should be accepted, the decision will be escalated to the Sponsorship and Advertising Task Force of the Board of Directors. If the sponsor/advertiser is a privately held company or other type of organization, the Vetting Committee will complete its investigation/recommendation and forward it to the Task Force for decision. The Task Force will then make the final decision within 72 hours.

5.0 Agreement. Upon acceptance of the Vetting Committee or Task Force, the Director of Corporate Relations will negotiate an agreement, as appropriate, with the sponsor/advertiser. This agreement may take the form of corporate membership, sponsorship/participation in BI events such as BINC or a webinar, or advertising in *BetterInvesting Magazine* or *Pursuits*. Standard BetterInvesting advertising specifications

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and business practices will be followed regarding sponsorship/advertising delivery, acceptance, and billing for services rendered. BetterInvesting retains editorial control over *BetterInvesting Magazine* and *Pursuits*. Advertorials will be clearly labeled “advertisement”.


6.0 Endorsed Products. While implementation of this Sponsorship and Advertising Policy facilitates increased access to appropriate sponsors/advertisers as well as new (to the BetterInvesting Community) publicly traded companies, it is not intended as an endorsement. Each investor is expected to conduct their own analysis before making an investment or purchase decision. BetterInvesting also offers a third party product endorsement program. Policies associated with this program are described in the *Product Endorsement Policy*.

7.0 Other Products or Services. From time to time, BetterInvesting will offer other third party products and services for sale through its web store. These products and services may include such products/services as discounts, other financial services (e.g. credit cards), etc. These third party products and services will also be vetted by the Vetting Committee. Offering such products and services does not represent endorsement by BetterInvesting.

8.0 BetterInvesting National Convention (BINC) and BetterInvesting Regional Conferences (BIRC). When the Corporate Relations department secures sponsors for BINC, it will follow this Sponsorship and Advertising Policy. Presently, the Corporate Relations department does not solicit sponsorships for BIRCs. When a prospective sponsor expresses interest in local events, the sponsor will be referred to a local Chapter contact.

9.0 Virtual Retail Investor Conference (VRIC). Sponsors and advertisers to the Virtual Retail Investor Conferences, which are co-produced by BetterInvesting, PRNewswire and MUNCmedia, are vetted jointly by the three co-producers. The co-producers work to ensure that each VRIC is a quality event. While BetterInvesting will seek to apply the same criteria itemized in section 3.0 of this policy to VRIC sponsors, the VRIC vetting process is governed by the agreement between the co-producers and outside the scope of this policy.

10.0 Third Party Literature. Frequently, writers and publishers of books and newsletters about investing seek BI endorsement of the publication, to advertise it in BI channels, or to sell it via the BI web store. In these instances, the Vetting Committee will evaluate the sponsor/advertiser and forward its recommendation regarding acceptance to the Task Force for final decision.

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11.0 Chapters. BetterInvesting Chapters also solicit sponsors and extend advertising opportunities to publicly traded companies, privately held companies and other educational organizations. To ensure that all sponsors and advertisers receive impartial and consistent terms associated with the consideration they give to BetterInvesting, Chapters are expected to follow the Sponsorship and Advertising Policy as well as existing BetterInvesting policies as described in the Chapter Operations Manual that protect use of member information, BI assets and intellectual property.