



## Poland – Rada Reklamy: Sponsorship



Full title:	Advertising Code of Ethics – Rada Reklamy – 10 <sup>th</sup> March 2014
Title of relevant section:	Chapter VIII: Sponsorship
Article 40	Sponsorship and sponsorship-related contracts must be executed in a manner which is easily legible and comprehensible to unrelated persons (outsiders) as to their nature, and in particular they must indicate/ point out all the interested parties and their obligations/ commitments to the sponsor.
Article 41	Sponsorship information/ details coming from the sponsor of the event or sponsored event must be clearly formulated and cannot violate good practices (in Polish: <i>dobrze obyczaje</i> ) ( <i>RR translates as the prevailing standards of decency</i> ).
Article 42	Sponsorship cannot be implemented / carried out in a way which would cause damage to objects of historical or artistic value.
Article 43	Sponsorship-related activities must not be misleading as to the sponsored entity, brand or other identification markings / designations of the sponsored (entity/ party/ event), in particular when the sponsored event is presented on the radio or television.
Article 44	The sponsored event must not have a negative impact on the environment. Therefore, any message from the sponsored (entity/ event) or the sponsor, and related to environmental protection must be truthful ( <i>/i.e.</i> consistent with the actual situation)

**URL of source:**Polish: <https://www.radareklamy.pl/images/Dokumenty/Kodeks.pdf>RR Translation: <http://www.gregsregs.com/downloads/PolishCodeofEthicsinAdvertisingRR2014.pdf>