



Tips for CE Providers Working With Others

Cosponsorships, Contributions, and Branding

Cosponsorships

With respect to *NBCC Continuing Education Provider Policy* (Policy) Section J.7, when an ACEP partners with an individual or organization (a third party) to offer a program for NBCC credit and the third party takes responsibility for a task(s) belonging to the ACEP, this constitutes a cosponsorship, and the program is a cosponsored program.

A [Cosponsorship Application](#) must be submitted to and approved by NBCC prior to advertising and offering NBCC credit for a cosponsored program.

When a Cosponsorship Application is approved, NBCC will provide a specific approval statement to use when advertising the program and awarding NBCC credit hours. This statement may be used by the third party; however, only the ACEP is allowed to display the ACEP logo.

Contributions that do not Constitute a Cosponsorship

When planning and implementing a CE program, ACEPs (the CE provider) may receive financial support from a third party or some other contribution. ACEPs that choose to acknowledge the contribution must be careful to use language that describes the contribution and will not be misunderstood as a cosponsorship. For example, “A special thank you to [contributor] for...” can easily be customized to describe the contribution and eliminate confusion as shown below.

A special thank you to [contributor] for:

- providing financial support.
- underwriting the cost of the program
- providing refreshments.
- providing lunch.
- allowing us to use this training space.
- providing the presenter.
- providing our keynote speaker
- making this networking event possible.
- printing our conference brochure.

Examples of language that can be used to acknowledge contributions without making the program sound cosponsored.

- We sincerely thank all of our contributors *[followed by contributor logos or list]*.
- Financial support/a grant from *[contributor]* made this program possible.
- Free of charge, courtesy of *[contributor]*
- *[Contributor]* sponsored this networking event.
- This complimentary breakfast was provided by *[contributor]*.
- The presenter is provided in cooperation with *[contributor]*.
- The presenter is affiliated with *[contributor]*.
- Content supplied by *[contributor]*

Examples of language that can be used for proper attribution without making the program sound cosponsored.

- This curriculum is licensed from [name of owner].
- We utilized [name], a learning management system, to provide this program.
- The presenter received an honorarium.

Words and derivatives of words such as collaborate, affiliate, associate, partner, provide, join, sponsor, host, and support connote cosponsorship unless accompanied by a clear explanation. The use of third-party logos without explanation may imply cosponsorship.

Remember, if it isn't a cosponsorship, it should not sound like one. If your program advertising sounds like the program is cosponsored and NBCC credit is offered, NBCC may ask for an explanation, a change in advertising, or the submission of a Cosponsorship Application.

Below are examples of language that connote a cosponsorship and therefore require a clear explanation.

NOTE: Counseling Extraordinaire, Inc. is a fictitious name being used for the ACEP who agreed to offer NBCC credit; DM Company and Peca Counseling, LLC. are fictitious third-party names.

- This program is brought to you through a partnership with DM Company and Peca Counseling, LLC.
- Provided by Counseling Extraordinaire, Inc. and DM Company.
- This program is cosponsored by Counseling Extraordinaire, Inc.
- This program is presented by DM Company.
- Together, Counseling Extraordinaire, Inc. and DM Company will...
- With the support of DM Company
- Counseling Extraordinaire, Inc. cosponsored this program.
- Counseling Extraordinaire, Inc. collaborated/partnered with DM Company to offer this program.
- In collaboration/affiliation/association/partnership/co-hosted/conjunction with DM Company.
- Counseling Extraordinaire, Inc. contracted with DM Company to provide...

Third-party Logos

The display of third-party logos without clearly defining the affiliation may create the appearance of a cosponsorship.