University of Florida Alumni Association, Inc.
Affinity Partnerships

Policy #: 6.12
Effective Date: July 11, 2009
Responsible Department: Membership and Marketing

1. PURPOSE

To set forth the basis for entering into affinity partnership programs.

2. APPLICABILITY

All affinity partnership agreements entered into by or on behalf of UFAA.

3. POLICY

UFAA evaluates and selects partnership programs that promote quality products and services, provide value and benefits to our alumni and friends, and are in the best interest of the university. All proposed affinity partnerships must meet the following criteria:

- The product or service must be appropriate and of value to UF alumni and must be relevant and appeal to a significant segment of the UF alumni constituency without geographic or socio-economic limitations.
- The product or service may not reflect negatively on UF and must be consistent with the values and mission of UF.
- Any discount being offered by the affinity partner must be positioned in a way to make membership more attractive.
- Any use of UF icons and logos must be licensed by the appropriate authorities.
- UFAA will define its participation in light of any possible tax consequences, including but not limited to unrelated business income tax.

4. CLARIFICATION

Requests for clarification of this policy should be sent to the Executive Director/Secretary (dniash@ufalumni.ufl.edu).

Certified as approved by the UFAA Board of Directors on: July 11, 2009.

Danita D. Nias, Executive Director/Secretary

Revision history: Original version Reissued March 21, 2012