

# Basic Guidelines for Sponsored Content, Brand Partnerships & Influencer Posts for Fraternity and Sorority Chapters

When your chapter works with a brand or influencer — or promotes anything using your organization’s name, letters, or logo — it’s important to protect both your chapter and your organization. These steps help you stay compliant and avoid potential issues.

- **Always Be Clear:** If a post or video is paid for or sponsored, it must clearly say so — use #ad, #sponsored, or similar.
- **Get Approval First:** Before posting anything that uses your organization’s name, letters, or logo, check with your organization for review/approval/assistance.
- **Be Respectful:** Only partner with brands or influencers whose values fit with yours. If something feels off, skip it.
- **Use Good Judgment:** Avoid content that could harm your reputation or go against your organization’s values or policies.
- **Protect Privacy:** Don’t share personal member info or photos without permission.
- **Utilize the resources of the Federal Trade Commission for guidance:** [Endorsements, Influencers, and Reviews | Federal Trade Commission](#).

## 2. Basic Insurance & Agreements

If you’re signing any kind of partnership or sponsorship agreement:

- Ask the company or influencer to have their own insurance — at least \$1 million in general liability coverage.
- Your organization’s name should be listed on their policy as “Additional Insured”.
- Get a Certificate of Insurance (COI) before the event or post goes live.
- Keep a copy of the agreement and certificate in your chapter files.
- Have the contract reviewed for approval/review by your organization.
- Utilize the [Holmes Murphy template](#)

## 3. When Extra Protection Might Be Needed

If the partnership involves any of these, ask your national organization before moving forward:

- A live event (pop-up, party, or in-person promotion)
- Filming or photography with members on-site
- Giveaways or contests involving member data
- Any use of your official logo or trademarks



## Sample Brand Partnership Agreement

This Agreement is made between:

**\*\*[Organization Chapter Name]\*\***, a collegiate chapter of **\*\*[National Name]\*\***

**\*\*[Brand/Company Name]\*\*** ("Partner"), effective on **\*\*[Date]\*\***.

### 1. Purpose

The purpose of this Agreement is to outline the terms of a promotional partnership between the Chapter and the Partner, which may include social media posts, events, or other promotional activities featuring the Partner's products, services, or name.

### 2. Chapter Responsibilities

- Post or promote Partner's content only as approved by the Chapter and consistent with organizational values.
- Clearly disclose all sponsored content in compliance with Federal Trade Commission Endorsement Guidelines (e.g., use of #ad, #sponsored - [Endorsements, Influencers, and Reviews | Federal Trade Commission](#)).
- If applicable, obtain prior approval from the national/international organization for any use of organizational name, logo, or marks.
- Maintain a respectful and professional tone in all public communications.

### 3. Partner Responsibilities

- Provide all products, materials, or payments as outlined in this Agreement.
- Ensure all promotional materials and messaging align with the organization's values and image.
- Carry General Liability Insurance with limits of at least \$1,000,000 per occurrence, naming [Chapter Name and National Organization] as Additional Insureds.
- Provide a Certificate of Insurance (COI) prior to the start of the partnership.

### 4. Use of Name, Logo, and Likeness

The Partner must obtain written permission before using the organization's name, Greek letters, logo, or likeness in any materials, advertisements, or media. Any unauthorized use may result in immediate termination of this Agreement.

### 5. Term and Termination

This Agreement begins on [Start Date] and ends on [End Date], unless ended earlier. Either party may terminate this Agreement with written notice if the other party violates its terms or acts in a way that harms reputation or violates values.



**6. Payment and Deliverables**

Partner agrees to provide [describe payment or in-kind value, e.g., \$500 or product donation valued at \$500] in exchange for [describe deliverables, e.g., two Instagram posts and one story tag]. Deliverables must be completed by [date], unless otherwise agreed upon in writing.

**7. Indemnification**

Each party agrees to be responsible for its own acts and omissions and will not hold the other party liable for claims arising from its own negligence or misconduct.

**8. Entire Agreement**

This document represents the entire agreement between the parties. Any changes must be made in writing and signed by both the Chapter and Partner.

**Signatures**

Organization Chapter Representative Name: _____ Title: _____ Signature: _____ Date: _____	Partner Representative Name: _____ Title: _____ Signature: _____ Date: _____

**Optional Attachments**

- Exhibit A: Description of partnership deliverables
- Exhibit B: Certificate of Insurance

