



## Washington Trails Association

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### **2023 Washington Trails Association Partnership Policies**

WTA is committed to mutually beneficial relationships with external partners to support our vision of trails for everyone, forever. WTA has several policies in place to ensure our partnership runs smoothly for both Washington Trails Association (WTA) and partnering entities.

#### **Documentation of Partnership**

It is WTA's policy that all partnerships be documented with an agreement or memorandum of understanding (MOU) before the partnership commences. Each party should specify terms, requirements, and scope of responsibilities within the agreement. Signatory requirements for MOUs within WTA depend on the agreement terms, which are outlined in WTA's accounting policy manual.

#### **Branding and Partnership Identification**

WTA partners may identify themselves as a partner of WTA, including the use of our logo, name and likeness, when it aligns with our brand guidelines. WTA's logo, name, likeness and printed and/or online resources may not be used without the express consent of WTA. WTA asks for 1 week of lead time for approvals.

WTA will seek the permission of partners to use logo, name, printed or online resources. WTA would ask that permission and feedback from the partner be received within 1 week after receipt of request.

Should the partnership conclude, WTA and our partner will cease to use video footage, photographs, and all marketing assets provided by the other party within 30 days.

#### **Payment and Indirect Costs**

Payment terms for revenue generated by partnership activities or costs associated with partnership activities are to be outlined in the MOU.

WTA carefully stewards donor resources. In the event WTA is purchasing services from a partner as part of any MOU, contract or grant, no additional expenses may be included in the MOU for indirect costs or overhead above and beyond the costs of services provided.