

**Sponsorship of “Outside” Programs and Events by  
The State Bar of California Sections and CYLA  
Policies and Procedures**

- All co-sponsorship of programs/events by sections for other entities must first be vetted and approved by the section’s leadership.
- The use of State Bar facilities, equipment, staff, or other assets must be approved by the Director or Senior Director of The Office of Education of The State Bar of California following the approval from the co-sponsoring section(s).
- The co-sponsored program/event can only be marketed through the utilization of the section’s electronic e-news and/or as an addendum to another section announcement. Social Media and other section hosted webpages can also be engaged where appropriate.
- Programs/events sponsored by other entities cannot be marketed through specific email campaigns to section members as these results in a rise in “unsubscribes” by members of the section’s list-serve. Mailing lists or e-mail addresses of members of the State Bar or State Bar section members will not be provided or used for the sole purpose of marketing a non-State Bar specific program/event.
- If the program/event provides MCLE, then the provider must meet all rules and regulations as provided in the *Rules of the State Bar, Title 3, Div. 5, Ch. 1*. The provider(s) must also be in current good standing with The State Bar of California’s Office of Admissions.

*These rules are provided here:*

*[MCLE Rules - Providers \(effective July 1, 2014\)](#)*

Rules of the State Bar, Title 3, Div. 5, Ch. 1

- All education programming providing MCLE credit must meet the criteria set-fourth in The State Bar’s Education Approval Qualifying Criteria Guidelines.

*These rules are provided here:*

<http://mcle.calbar.ca.gov/Providers/EducationApproval/QualifyingActivities.aspx>

**Programs/events meeting the above criteria for sponsorship by a State Bar section(s), shall also:**

- **Marketing/Promotional Materials:** In all marketing/promotional materials, the State Bar must be reflected clearly following all State Bar branding guidelines including, utilizing the proper State Bar seal, and proper branding of the co-sponsoring section(s) name in a way that does not confuse the intention of the original sponsorship proposal previously approved by the committee.
- **State Bar Trademarks:** The State Bar's name and logo or any other State Bar trademark must not appear on products, materials, advertising or other promotional offerings produced by the sponsor without complying with State Bar policies and procedures governing such use. Any State Bar branding must not in any way confuse the intention of the original sponsorship proposal approved by the respective section's leadership. (Copyright and Trademark Policies and Procedures, Administrative Advisory No. 05-03). The State Bar's name and logo must not be used in such a manner as to express or imply an endorsement by the State Bar of a sponsor's product, publication, or service. Permission to use the State Bar's name or logo in conjunction with a sponsor's product, publications, or program/event marketing materials, including any brochures, must first be approved by The State Bar of California in writing.
- **State Bar/Section Calendar Conflicts:** The program/event sponsorship must not conflict with any program/event of each co-sponsoring section without careful consideration by the section's leadership. Scheduling must not conflict with the State Bar annual meeting blackout period as well as other blackout days for State Bar hosted program/events.
- **Review of Co-Sponsorship Proposals:** In reviewing co-sponsorship proposals, factors that will be considered include:
  - a) Compliance with State Bar policies
  - b) Effect on members or membership; programs, services, and activities.

- c) Relevance of the sponsored program/event to the State Bar's mission.
  - d) Effect on other State Bar or State Bar section programs/events.
  - e) Impact on the reputation or identity of the State Bar and State Bar sections and their respective programs and services.
  - f) Legal or political implications.
- **Reservation of Rights**: The State Bar reserves the right, in its sole discretion, to reject any proposed sponsorship for any reason or no reason at all.
  - **Review and Approval**: Consistent with these policies and procedures, the State Bar's sections' executive committees may consider and approve any program/event sponsorship solicitation meeting the criteria stated before. If the program/event proposal includes the use of any State Bar assets, as mentioned above, then further approval is required from the Senior Director of Sections and CYLA.