



IZAAK WALTON LEAGUE OF AMERICA CORPORATE RELATIONS PRINCIPLES

The Izaak Walton League of America (IWLA) values relationships with corporations that enhance IWLA's ability to achieve its mission and serve its members.

The following principles guide IWLA corporate relations:

- IWLA seeks corporate membership and support for programs and initiatives that further IWLA's mission and strategic goals as articulated in its strategic plan.
- IWLA values its collaboration with corporate members and aims to provide appropriate recognition for corporate members and supporters, including in its publications, on its website, at meetings, and in other venues as determined by IWLA.
- IWLA does not endorse any specific corporation's products or services and it does not recommend their purchase or use. IWLA is committed to dealing in an ethical and fair manner with competing corporations.
- IWLA reserves the right to determine the eligibility of any corporation for corporate membership and further reserves the right to reject any application for any reason. IWLA further reserves the right to terminate any corporate membership at any time for any reason without refunding membership dues.
- Promotional reference to the Izaak Walton League of America or the use of IWLA's name, program names (e.g., Save Our Streams), publication names (e.g., Outdoor America), trademarks, logos, copyrights, or any other organizational likeness is not permitted without the express prior written permission of IWLA for each such use.
- IWLA retains editorial control over all content, including, but not limited to, advertising and other content from corporate members, in any IWLA publication, on its website, in its social media, and in any other printed or electronic medium used now or in the future by IWLA.