

Quick Tips Tool:

Sponsorship of Accredited/Certified Learning Activities

Accredited/certified Continuing Professional Development (CPD) activities must be free of sponsorship influence, be based on the best scientific evidence and should be focused on the improvement of learners' knowledge, skills, attitudes and behaviour.

While accredited/certified CPD activities can be sponsored, certain requirements must be met to ensure activities remain fair, balanced, and free of bias. These requirements are explained in detail in the [National Standard for Support of Accredited CPD Activities](#), and [CPD's Policy on Sponsorship of Accredited / Certified CPD Activities](#).

What counts as "sponsorship"?

A "**sponsor**" is any **for-profit** OR **not-for-profit** organization that has contributed financial or in-kind support for the CPD activity.

- **Financial Support** means any monetary contributions provided by a sponsor.
- **In-Kind Support** means services, tools, or human resources that have a monetary value, that are provided in lieu of direct financial contributions (i.e. donation of catering, event planning services, technical equipment, etc.)ⁱ

Quick Sponsorship Tips:

- **All sponsors** for an accredited/certified CPD activity must be recognized, not just top-level sponsors.
- Sponsorship recognition **must always remain separate** from educational content. That means that logos and brand names can't be on the same page(s) of a program/agenda as the learning objectives, session content, or event schedule. If you're advertising or providing registration on a website, sponsorship logos must be on a separate tab, away from educational information.
- Sponsor booths **cannot be placed in the same room** as educational presentation
- Sponsors **cannot sit on a Scientific Planning Committee (SPC)**, nor can they be involved in the development of learning objectives, assessment of needs, development of content, selection of speakers, etc.
- Participant names and contact information **cannot be shared** with sponsors unless explicit approval is given by participants.
- Financial support from a sponsor must be provided in the form of an **educational grant**. Therefore, sponsors cannot pay directly for travel expenses, speaker honoraria, etc.
- Presentations must give a **balanced view** of all relevant therapeutic options available.

This is not an exhaustive list. See "[Need More Information?](#)" Section on the bottom of page 2 for additional resources to learn more!

Are you seeking sponsorship support for your accredited/certified CPD Activity? Here's where to start:



Need more information? Try one of these resources:

- [CPD Activity Planning Guide](#)
- [Policy on Sponsorship of Accredited/Certified CPD Activities](#)
- Our Office! Contact us at cpd.credits@schulich.uwo.ca or 519.661.2111 ext. 81577

ⁱ National Standard for Support of Accredited CPD Activities, 2017, V. 23.1, Glossary of Terms, page 9.