



### **PRIME ADVERTISING/SPONSORSHIP GUIDELINES – Exhibit A**

CONTRACTOR shall obtain advertisements/sponsorships consistent with the following guidelines. Any advertisement which contains any of the following characteristics or which is of the type or category listed shall be and hereby are expressly prohibited:

1. Promotion of the sale or consumption of tobacco or alcohol products or depiction of the use of said products.
2. Inclusion of materials, depictions, promotions, or offerings which are the type prohibited by or by their nature would violate any regulations or any federal, state, or local law, rule, or regulation.
3. Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness or characterizations which suggest, depict, or promote any such element or sexually oriented products, activities, or materials.
4. Advertisements containing material that demeans or disparages an individual or group of individuals based on race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, marital or parental status, military discharge status, source of income, or sexual orientation.
5. Commentary, advocacy or promotion of issues, candidates, campaigns, or organizations of a social, political, religious, or rhetorical nature.
6. Promotion in any form of illegal drugs, illegal drug use or illegal drug materials or characterizations which suggest or depict the promotion or glorification of any such products, activities, or materials.
7. Promotion for the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature.
8. Use of language or descriptive material which taken in form and context is deemed to be unsuitable for and contrary to community standards or standards of appropriateness for governmental or family audience.
9. Use of words, language, representations, or descriptive materials of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under these guidelines.

All sponsorship and advertising content shall conform to guidelines above.