



OFFICIAL ELEMENT ESPORTS POLICY

SPONSORSHIP AND COMMERCIAL CONDUCT POLICY

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POLICY OWNER	ELEMENT ESPORTS LEADERSHIP

Element Esports is the non-FPS sister organization of ADHD Esports. This edition preserves the shared leadership and operating standard while applying Element branding, contacts, community structure, and game scope.

Role terminology: formal position names govern authority and responsibility. Element-themed names are friendly Discord display roles only unless a written appointment states otherwise.

OFFICIAL ORGANIZATIONAL POLICY

SPONSORSHIP & COMMERCIAL CONDUCT POLICY Partner screening, contracting, truthful promotion, disclosures, fulfillment, restricted categories, data, and audience trust.

DOCUMENT CODE VERSION EFFECTIVE OWNER BUS-POL-001 1.0 AUG 27, 2026 Partnerships & Business

CONTROL NOTICE This PDF is the controlled distribution version. The accessible web reading version is at adhdesports.joshdisciple.chatgpt.site/policies/sponsorship-commercial-conduct. If a later version is posted there, the later approved version controls. This policy is organizational guidance, not legal advice.

DOCUMENT CONTENTS - 1. Purpose - 9. Giveaways, contests, and prizes - 2. Scope - 10. Member, creator, and player rights - 3. Authority to negotiate and commit - 11. Sponsor fulfillment - 4. Partner due diligence - 12. Metrics and reporting - 5. Written commercial record - 13. Separation and suspension - 6. Truthful advertising and endorsements - Implementation checklist - 7. Material-connection disclosures - Shared administration - 8. Restricted and sensitive categories - Cross-references and source notes

Effective August 27, 2026 | Version 1.0 Official web version: adhdesports.joshdisciple.chatgpt.site/policies

1. Purpose Element Esports treats audience trust, member identity, and organizational marks as responsibilities. Commercial activity must be truthful, age-appropriate, authorized, documented, fulfillable, and consistent with competition, safeguarding, privacy, and brand standards.
2. Scope This policy covers sponsors, partners, affiliates, referral links, discount codes, gifted products, paid promotions, reviews, testimonials, merchandise collaborations, giveaways, fundraising, partner events, product placement, travel benefits, and any commercial use of organizational accounts, members, audiences, data, or assets.
3. Authority to negotiate and commit Only Ownership or expressly authorized partnership personnel may negotiate material terms or bind Element Esports. Members may introduce leads but may not promise deliverables, access, exclusivity, pricing, data, endorsements, roster influence, or brand rights.
4. Partner due diligence
Identity, reputation, product and service claims, complaint history, audience and age suitability.
Legal, platform, publisher, tournament, team, and existing exclusivity restrictions.
Data requested, tracking, payments, tax or prize implications, geographic limits, and fulfillment risk.
Conflicts with safeguarding, wellness, competitive integrity, member values, or the the Element standard identity.
Whether the organization can realistically deliver the requested volume, timing, creative, reporting, and approvals.
5. Written commercial record Before material work begins, record parties, term, compensation and non-cash benefits, deliverables, content and claim approvals, disclosure requirements, usage rights, exclusivity, data, metrics, invoicing, payment timing, cancellation, morals or safety terms, dispute handling, and responsible owners.
6. Truthful advertising and endorsements Statements must reflect honest experience and have support for objective claims. Do not fabricate use, reviews, audience metrics, savings, scarcity, performance, health effects, prize odds, or member opinions. A member may not be compelled to provide a personal testimonial they cannot honestly make.
7. Material-connection disclosures Clearly disclose sponsorship, payment, free or discounted products, affiliate commissions, travel, equipment, employment, or other benefits that could affect how an audience evaluates the message. Disclosure must be understandable, close to the endorsement, visible or audible for the format, and repeated when a stream or long-form format requires it.
8. Restricted and sensitive categories Element Esports will not promote illegal, fraudulent, predatory, hateful, adult, exploitative, or clearly unsafe offerings. Gambling, wagering, age-restricted products, high-risk finance, health claims, political activity, weapons, alcohol, nicotine, controlled substances, or similar sensitive categories require specific leadership

and legal review and may be prohibited entirely. Minor pathways may not be targeted with age-restricted promotion.

Effective August 27, 2026 | Version 1.0 Official web version: adhdports.joshdisciple.chatgpt.site/policies

9. Giveaways, contests, and prizes A responsible owner must document eligibility, entry method, dates, prize, selection, notification, fulfillment, taxes, privacy, regional restrictions, platform disclaimer, minor exclusion or guardian terms, and recordkeeping. Do not alter winners or represent a promotion as random if selection is not random.

10. Member, creator, and player rights Use of names, handles, likeness, voice, content, statistics, testimonials, or social accounts must follow the applicable agreement and permissions. Commercial access to minors requires guardian approval and cannot override safeguarding. Personal creator deals remain subject to disclosed conflicts and any completed exclusivity terms.

11. Sponsor fulfillment Partnership Development structures the relationship; Sponsor Fulfillment owns the obligation calendar, asset approvals, proof, code checks, reporting, and expiration cleanup. Likely misses must be disclosed early so the parties can revise, substitute, or cure the deliverable.

12. Metrics and reporting Report only verifiable metrics using the agreed definitions and period. Do not inflate impressions, conceal failed posts, buy deceptive engagement, or provide personal community or applicant data. Clearly distinguish estimates from final measurements.

13. Separation and suspension Element Esports may pause or terminate commercial activity for safety, fraud, sanctions, nonpayment, deceptive claims, reputational risk, policy conflicts, platform action, or breach, subject to the agreement. Remove expired logos, offers, codes, claims, and access and preserve the commercial record.

Effective August 27, 2026 | Version 1.0 Official web version: adhdports.joshdisciple.chatgpt.site/policies

IMPLEMENTATION CHECKLIST The responsible policy owner should use this checklist to turn the written standard into routine practice.

1 Use a partner intake and due-diligence record. 2 Require a completed written agreement before material promotion. 3 Assign separate development and fulfillment owners when practical. 4 Provide creators exact disclosure language and approved claims. 5 Track every deliverable, proof item, payment, right, and expiration date.

SHARED ADMINISTRATION Policy status and relationship This is an official Element Esports organizational policy. It supplements the Staff & Player Handbook and does not create employment, collective-bargaining, public-sector, or union rights. A completed agreement, applicable law, platform or tournament rule, or stricter safety requirement may add obligations.

When policies overlap, the most protective applicable safeguarding or safety rule controls immediate action. Findings, corrective action, and appeals use the Discipline & Appeals Policy unless a specific external authority controls.

Administration and interpretation Ownership retains ultimate policy authority. The named policy owner administers day-to-day implementation, may issue consistent procedures and forms, and must elevate material ambiguity, conflicts, or requested exceptions.

Exceptions must be written, limited, lawful, time-bounded when appropriate, and may not waive safeguarding, non-retaliation, fair-play, privacy, or truthful-advertising requirements.

Reporting and non-retaliation Good-faith questions, disclosures, mistakes, and concerns may be raised to a direct lead, department head, Management, Ownership, or the Report a Concern route. A person may bypass the chain when it is unsafe, unavailable, or conflicted.

Retaliation, evidence destruction, witness pressure, coordinated stories, restriction evasion, or misuse of authority to suppress reporting are separate potential violations. An unsubstantiated report is not automatically false or malicious.

Review, records, and appeals Material decisions should identify the issue, governing standard, relevant information, conflicts, action, responsible owner, duration or review date, and required notice. Access to reports and records is limited to

legitimate need.

Protective restrictions may be imposed before a finding when safety, minors, accounts, evidence, competition, finances, or operations are reasonably at risk. Formal outcomes and material restrictions may be appealed under Discipline & Appeals.

Training, acknowledgment, and review People with elevated authority or access must receive role-appropriate instruction and acknowledge this policy before or soon after assignment. Leadership should review the policy after a material incident, program change, legal or platform development, or at least annually.

CROSS-REFERENCES

Staff & Player Handbook

Staff & Member Conduct Policy

Discipline & Appeals Policy

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Community Standards

Safeguarding and Minor Participation Policies

Privacy Policy

Brand Guidelines

Applicable role agreement, tournament, platform, publisher, partner, and legal requirements

SOURCE NOTES These sources informed the policy's general prevention, disclosure, security, or rights principles. They do not determine whether employment law or another law applies to a particular volunteer relationship.

FTC, Endorsements, Influencers, and Reviews:

<https://www.ftc.gov/business-guidance/advertising-marketing/endorsements-influencers-reviews>

FTC, Endorsement Guides Q&A::

<https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking>

DOCUMENT Owner / authorized representative: _____ APPROVAL

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Questions, reports, and requests for the current controlled copy: contact@elementesports.com