



Sports Trauma and Overuse Prevention (STOP)

STOP Sports Injuries

Collaboration by Sports Medicine Practices

Since the American Orthopaedic Society for Sports Medicine (AOSSM) announced the launch of its Sports Trauma and Overuse Prevention (STOP) campaign, also referred to as STOP Sports Injuries, the Society has been approached by other organizations about their involvement in this initiative. The campaign is structured so that a broad array of organizations can join this common cause while maintaining their unique identities as separate organizations. This document creates a common set of parameters and expectations for collaborating sports medicine practices to ensure consistency in their participation, recognition and governance within the STOP Sports Injuries program.

Participation

Collaboration by sports medicine practices is open to organizations that are:

1. Incorporated sports medicine practices of physicians and/or allied health professionals involved with the treatment of sports medicine injuries.
2. Committed to supporting the campaign in the following ways:
 - Provide the use of their name and logo on campaign materials;
 - Establish a link from their website to the STOP Sports Injuries Campaign website;
 - Participate in Campaign activities, as appropriate, including distribution of materials, sponsoring STOP Sports Injuries community activities and other outreach activities;
 - Appoint a staff member to serve as the official liaison to the campaign.
3. Approved by AOSSM.

Collaborating sports medicine practices have the following privileges to support their respective sports trauma and overuse prevention activities:

1. Use of the Sports Trauma and Overuse Prevention (STOP) or STOP Sports Injuries name and logo on signage or other *promotional* materials, subject to approval by AOSSM. (Note: The Campaign name and logo **may not** be used on *educational* materials unless developed under the auspices of the Campaign and approved by AOSSM.)
2. Utilize or disseminate STOP Sports Injuries educational resources, including printed materials, pdfs, online links, etc. Collaborating sports medicine practices are welcome to supplement

their distribution of STOP Sports Injuries educational materials with their own educational literature which does not bear the STOP Sports Injury name or logo.

3. Purchase at cost or print STOP Sports Injuries educational materials. Collaborating sports medicine practices may print or re-produce STOP Sports Injuries educational material provided it conforms to established Campaign standards.

Organizations desiring to participate in the STOP Sports Injuries Campaign are expected to submit a brief agreement acknowledging the parameters of the Campaign. Participating organizations can end their participation upon written notice to AOSSM.

Recognition

Collaborating sports medicine practices will be recognized within the STOP Sports Injuries Campaign in the following ways:

- Inclusion of the organization's name and logo on the STOP Sports Injuries website, along with a profile detailing the organization's interest and commitment to sports trauma and overuse prevention.
- Link from the STOP Sports Injuries website to the organization's website.
- Use of STOP Sports Injuries name and logo on organization's materials (letterhead, website, newsletters) The STOP Sports Injuries name and logo cannot be included on educational materials developed outside the auspices of the Campaign.
- Designation of spokespersons for media requests/referrals by the STOP Sports Injuries campaign.
- Designation of official contacts for public inquiries about sports trauma and overuse prevention.

Governance

Sports Trauma and Overuse Prevention (and STOP Sports Injuries) is a mark registered with the US Patent and Trademark Office by AOSSM. As such, the AOSSM Board of Directors assumes ultimate responsibility for the direction and activities of the Campaign. Day-to-day oversight of the Campaign is coordinated by AOSSM staff, with assistance by other staff designated by participating organizations and contracted vendors. AOSSM's address and telephone will be the exclusive official address for the Campaign. AOSSM may revise or eliminate elements of the STOP Sports Injury Campaign from time to time.

Conclusion

The STOP Sports Injuries Campaign resonates with a broad array of sports related organizations. Participation by these organizations elevates the credibility of the Campaign and enhances its ability to effectively reach a broad spectrum of our target audiences - parents, coaches, athletes and health care providers. This proposed agreement is designed to facilitate participation by collaborating organizations in a consistent and appropriate fashion so we can effectively STOP Sports Injuries.



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Collaboration Agreement

This Agreement is made and entered into between the American Orthopaedic Society for Sports Medicine (AOSSM) and the organizational affiliate whose name is shown on the signature page hereof (Affiliate).

Affiliate wishes to collaborate with AOSSM and other organizations to support the STOP Sports Injuries Campaign under the terms and conditions set forth herein.

1. Support of the Campaign by Affiliate

The Affiliate agrees to:

- Provide the use of its name and logo on Campaign materials;
- Establish a link from their website to the STOP Sports Injuries Campaign;
- Designate an Affiliate staff member to serve as a liaison to the STOP Sports Injuries campaign;
- Designate a spokesperson or media contact for public inquiries related to the campaign and the Affiliate's involvement.

2. Independent STOP Sports Injuries activities

The Affiliate shall have the opportunity to plan or coordinate independent STOP Sports Injuries activities within their organizational structure. In support of these activities, Affiliate may:

1. Use the Sports Trauma and Overuse Prevention (STOP) or STOP Sports Injuries name and logo on signage or other *promotional* materials approved by AOSSM. (Note: The Campaign name and logo **may not** be used on *educational* materials that are not developed under the auspices of the Campaign.)
2. Utilize or disseminate STOP Sports Injuries educational resources. Affiliate may supplement distribution of STOP Sports Injuries educational materials with its own educational literature which does not bear the STOP Sports Injuries name or logo.
3. Purchase (at cost) STOP Sports Injuries educational materials. Affiliate has the option to print or re-produce STOP Sports Injuries educational material provided they conform to Campaign standards established for the materials.

3. Recognition of Affiliate

In addition, Affiliate will be recognized in the following ways:

- Inclusion of an organizational profile in STOP Sports Injuries Campaign materials, detailing the profession's interest and commitment to sports trauma and overuse prevention.
- Link from the STOP Sports Injuries website to the Affiliate's website.
- Use of STOP Sports Injuries name and logo on Affiliate's materials (letterhead, website, newsletters) but not educational materials developed unless approved by AOSSM.

4. Ownership of Intellectual Property

AOSSM is the owner of copyright in the STOP Sports Injuries Campaign and other educational resources prepared for the Campaign. AOSSM is the owner of marks in the names American Orthopaedic Society for Sports Medicine, AOSSM, and STOP Sports Injuries. AOSSM property and marks may only be used as specifically permitted under this Agreement.

5. Miscellaneous

This Agreement may be terminated by either party by 30 days written notice to the other party. This Agreement is governed by the laws of the State of Illinois and exclusive jurisdiction for any disputes arising hereunder shall reside in the state and federal courts in Cook County, Illinois.

AMERICAN ORTHOPAEDIC SOCIETY
FOR SPORTS MEDICINE

AFFILIATE

By: _____

Name of Affiliate: _____

Its: _____

By: _____

Date: _____

Its: _____

Date: _____

Address of Affiliate:
