

# Hingham Women's Club Advertising Policy

Effective Date: 5/6/24

## 1. Introduction

This Advertising Policy governs all advertising and promotional activities undertaken by Hingham Women's Club (HWC) Business Sponsors, Members, and Partners across all media channels. Its primary objective is to ensure that our advertising practices are legal, ethical, fair, and consistent with the values and mission of our Club.

## 2. HWC Advertising Opportunities

a) **HWC Business Sponsors:** Monthly Business Sponsors will receive a highlighted spot in the monthly newsletter and promotion on our FaceBook and Instagram pages only during their designated sponsorship month. They will also be featured on the Business Sponsors' webpage on the HWC website for a full year, with month 1 starting the month they are featured. Detailed guidelines and policies for Business Sponsorship can be found [HERE](#).

b) **HWC Members:** HWC members have the option to pay an additional advertising fee each year in addition to their annual membership, which allows them to have their logo and a link to their website featured on HWC's "Member-Owned Businesses" website page for the HWC's fiscal year. HWC members must pay their fee and submit logo and website link by the 15th to be added to HWC website starting on the 1st of the next month.

c) **HWC Community Partners:** Community Partners are defined as non-profit organizations that have a formal relationship with HWC. If a non-profit organization does not have a formal relationship with HWC, they may apply to be added to HWC's list of Community Partners. The HWC Board reserves the right to designate an entity as a Community Partner. The Board will review the list of Community Partners each September to determine if an organization can remain on the list. Community Partners are entitled to have their logo included in the HWC Newsletter during that year. HWC Community Partners may request one event advertisement per year in the newsletter, subject to approval by the Board.

## 3. Advertising Restrictions

- Requests for advertising or promotion from entities that are not HWC Community Partners will not be considered. See Section 2.c for information on applying to be an HWC Community Partner.
- Requests for advertising or promotion from members, non-members, and businesses will not be considered.

- Advertising or promotion during any HWC meeting is prohibited for Business Sponsors, HWC Member-run businesses, and HWC Community Partners.
- To prevent over-advertising, HWC Business Sponsors can advertise only during their designated sponsorship month, exclusively through the newsletter and social media posts. No additional advertising or posts will be permitted.

#### **4. Scope**

This policy applies to all HWC Business Sponsors, Members and Partners involved in the creation, planning, and execution of advertisements on behalf of Hingham Women's Club.

#### **5. Ethical standards, Legal Compliance, and Rules**

All advertising materials must:

- Be truthful, transparent, and non-deceptive.
- Comply with all relevant local, state, and federal laws and regulations.
- Respect privacy and intellectual property rights.

#### **6. Club Alignment**

Advertisements must:

- Accurately reflect the values and messaging strategy of Hingham Women's Club.
- Maintain consistency with the overall identity and branding of the Club.

#### **7. Approval process**

All advertising content must be reviewed and approved by the Hingham Women's Club Advertising Committee Chair before publication or dissemination. Any revisions to approved content must undergo a subsequent review.

#### **8. Review and Amendments**

This policy is subject to periodic review and amendments at the discretion of the Board. This policy will, at all times, endeavor to remain in compliance with changes in legal requirements and industry best practices. All members and partners are encouraged to stay informed about any updates to this policy.

By implementing this policy, and any subsequent revisions, Hingham Women's Club aims to ensure that its advertising practices remain ethical, legal, and aligned with the values and mission of the organization.