

Hingham Women's Club Business Sponsorship Policy

Effective Date: 7/19/24

1. Introduction

This Business Sponsorship Policy governs all advertising and promotional activities undertaken by Hingham Women's Club (HWC) for its Business Sponsors. 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 Business Sponsorship Program Definition

A Hingham Women's Club Business Sponsor is a business that has paid an annual sponsorship fee to support HWC's mission and vision, and in return receives advertising privileges on HWC platforms.

3. Rules

- A business can become a Business Sponsor if they have been approved by the HWC Business Sponsorship Committee and pay the set annual fee.
- To secure a monthly sponsorship, a business must submit payment during the HWC calendar year (July-June) in which they are to be highlighted, and at least one month before their highlighted month. If all months have been filled, businesses will be put on a no-deposit-required waitlist for the next HWC calendar year and payments will be required during that HWC calendar year. All fees submitted are non-refundable. If a business decides not to be highlighted as a sponsor, the fee will be considered a donation to HWC.
- Months will be assigned based on availability and at the discretion of the Business Sponsorship Committee. Businesses may request which month they want to be highlighted based on the order in which they signed up. If there is no preference, the HWC Business Sponsorship Committee will assign the month.
- All promotional content must be submitted by the 15th of the month prior to their sponsorship month.
- If a Business Sponsor would like to purchase an additional sponsorship, they must wait for a month that is at least one year after their current sponsored month.

3. Advertising Benefits for Business Sponsors during highlighted month

- One (1) month feature page on the HWC website, including a profile article, image and link to website
- Newsletter blast highlighting the business
- One (1) social media post
- One year (Month 1 starting their highlighted business month) logo placement on the HWC website with a link to the business page
- Advertising is limited to the month the business is featured
- Timeline of events:
 - Highlight on the homepage of the website starts on the 1st of the month
 - Social media post sometime between 7th-14th of the month
 - Newsletter currently sent out the 2nd to last week of the month

4. 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.

5. Approval process

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

6. 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.