

NSSC Community Partner Program/Event Promotion Guidelines

NSSC values strong relationships with community partners and recognizes that promoting partner events and programs can strengthen resources and opportunities for older adults and their families, caregivers, and the wider community. To ensure consistency, fairness, and alignment with our mission, NSSC has established the following guidelines for the promotion of community partner events and programs.

Eligibility & Alignment

- Events and programs must align with NSSC's mission to support older adults and their families, caregivers, and community well-being.
- Only community partners and collaborators are eligible for promotion.
- Programs and events that conflict with or directly compete with NSSC's services will not be accepted.

Content & Quality Standards

- Submitted materials must include accurate details (program/event name, date, time, location, registration/contact information, and cost, if applicable).
- Promotional content must be professional and appropriate for NSSC's audience.
- NSSC does not promote content that includes political or religious messages or contains discriminatory/harassing language based on perceived or actual protected status or characteristics under federal, state, local, or other applicable law.
- If co-branded, materials must meet NSSC's design and branding standards.

Promotion Channels

- NSSC will determine the most appropriate channels for partner promotions, which may include e-newsletters, social media, website listings, and television monitor.
- Paper flyers are not accepted to reduce paper waste and clutter.
- Promotion of partner events is secondary to NSSC's own programs and events.

Approval Process

- All requests must be submitted to NSSC's [Marketing & Communications team](#) at least 2 weeks prior to the program/event.
- NSSC reserves the right to edit, decline, or remove any promotional materials at its discretion.

Reciprocity & Partnership

- NSSC prioritizes promotion for organizations that also support or promote NSSC programs and events.

- Where appropriate, NSSC may request reciprocal promotion (e.g., inclusion of NSSC logo, program/event mentions, or marketing collateral in partner outreach).

Limits & Frequency

- Community partners may request promotion for up to 4 events per calendar year.
- Exceptions may be granted for long-standing partners or collaborative initiatives.

Disclaimer

- Promotion of partner programs/events does not imply endorsement. NSSC is not responsible for the program content or participant experience.