

ADVERTISING BY EXTERNAL ORGANIZATIONS ON KCCS PUBLICATIONS / MEDIA

PURPOSE

To provide a framework for evaluating requests to the Kerrisdale Community Centre Society to ensure they are treated equally with the primary objective of achieving the best outcomes for the Centre and the Society.

CONTEXT

From time to time, the Society receives requests from external organizations to post information about their activities on KCCS media platforms. A set of criteria agreed to by the Board will increase the likelihood that such requests receive fair and quick responses.

DEFINITIONS

KCCS media platforms include, but are not limited to, the KCCS website, the KCCS E-newsletter, the KCCS quarterly program brochure. KCCS notice boards, KCCS social media accounts.

RESPONSIBILITY

The Chair of the Society's Communications Committee, or delegate, is responsible for ensuring that the policy's provisions are adhered to.

SCOPE AND LIMITS OF THE POLICY

This policy applies to all media platforms produced by the Kerrisdale Community Centre Society.

This policy does not address sponsorship, community partners, or advertising by for-profit organizations.

PROVISIONS OF THE POLICY

The following factors will be considered in the consideration of any proposal from organizations external to the Kerrisdale Community Centre Society wishing to advertise on any KCCS media platform:

- operate in Kerrisdale and/or serving primarily Kerrisdale and adjacent communities
- provide service/s that are consistent with our values, purpose, etc. (provide pdf)
- are not for profit organizations
- are willing and able to offer offsetting benefits to KCCS
- are willing and able to provide the material to be posted in a format consistent with our guidelines for material on web site i.e., fonts, graphics, photos etc.

RELATED DOCUMENTS

KCCS Mission, Vision and Values statement
Sponsorship Policy, November 2018