



# SGR Promotion and Advertising Guidelines

- Stubbington Green Runners (SGR) has several different mediums in which to communicate with its club members and for the club members to communicate with each other. The SGR Committee have therefore set some simple guidelines around the clubs position regarding advertising or the promotion of other products or services that are not directly related to the SGR club running.
  
- It is important the club is not seen to be supporting, backing or promoting other services which may be to the detriment of the club membership or a way of advertising services that are not in keeping with the clubs mission statement.
  - a. Promotion or advertising must not be misleading, harmful or offensive to our members and not damage the reputation of the club.
  - b. Promotion or advertisement of charities that are not the SGR charities of the year should be approved by the SGR Committee prior to publication and promotion.
  - c. Members promoting or advertising their own services to the Membership will require endorsement by a SGR Committee Member.