



## Northwood Hills Homeowners Association ADVERTISERS and SPONSORSHIPS Policy

Northwood Hills Homeowners Association [NHHA] generates non-dues revenue from numerous sources. Local businesses (1) advertise in The Breeze Newsletter, a quarterly publication that is distributed to the entire neighborhood (approximately 1200 homes); (2) sponsor events like our annual Independence Day Parade and Celebration, Shred Event, and others; and (3) sponsor MemberMails, which are email communications to our membership.

The NHHA Board of Directors is solely responsible for reviewing advertiser/sponsor message content. It is NHHA policy that message content be current, accurate and verifiable within a reasonable amount of effort. Any claim included in message content that is purporting to be factual cannot be misleading or lacking a disclaimer that would be necessary to verify its validity. Care must be taken when message content includes claims that can only be verified with information not readily available to the membership or general public.

Northwood Hills Homeowners Association goes to great lengths to uphold its stellar reputation of fairness and transparency in the community. It is the responsibility of the advertisers and sponsors to create content in keeping with this reputation. The following list of behaviors is not exhaustive, but represents behavior that is prohibited: Any attempt to "puff" or "misrepresent" facts; Any discounts offered that do not include disclaimers (if there are restrictions on their use); Any discounts offered that will no longer be valid at time of publication; Any reference to donations being made with sale proceeds without specifics shared on net vs. gross and/or sales vs. profit, if the intent is not to donate a portion of gross sales; Any negative reference to a competitor, Northwood Hills [NWH] resident, NWH street, NWH area, or any other person or entity associated with NWH.

NHHA appreciates its many sponsors, but reserves the right to review content and determine whether it is acceptable for dissemination in our various communications. NHHA may amend this policy at any time, as necessary.