

CEDARVILLE COMMUNITY BUSINESS

SUPPORT AND MARKETING GUIDELINES

PURPOSE

This policy **strengthens ties between Cedarville University and the Cedarville Community businesses** by promoting awareness and patronage through advertising and discounts. Businesses may also participate in campus events (fairs, orientation, homecoming) to connect with students, employees, and guests.

EXTERNAL ADVERTISING

This content should **highlight special offers, events, and services**.

- **Campus Screens:** Twice per month for three days each.
- **Internal Newsletters:** Community Corner — Weekly (new info) or monthly (ongoing offers). Publication dates may shift if space is limited.

DESIGN AND APPROVAL

Businesses must submit content at least **one week in advance** to the Marketing and Communications Division. Materials must follow University standards.

ELIGIBILITY

Businesses must be in **Village of Cedarville and Cedarville Township**.