CEDARVILLE COMMUNITY BUSINESS

SUPPORT AND MARKETING GUIDELINES

PURPOSE

This initiative **strengthens ties between Cedarville University and Cedarville community businesses** by using University communications tools to promote awareness of community businesses. Businesses may also participate in campus events (fairs, orientation, homecoming) to connect with students, employees, and guests.

COMMUNICATIONS

This content should **share value-neutral, factual descriptions of business offerings.**

Because the University is a tax-exempt educational institution, we must be careful not to use University channels to market products or services on a business's behalf. IRS rules only permit us to share information that is factual, does not compare with other options ("the best"), and does not includes a call to action ("visit now and save").

- **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, and materials must follow University standards.

ELIGIBILITY

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