

BETMAR OWNERS, INC.
A 55+ Older Community
Operating Policy and Procedure
101

Advertising, Ticket Sales and Publicity

Effective Date: 4-18-2007

Last Revision: 4-20-2023

Version 101.1

SCOPE: The scope of this policy is to outline allowable advertising outside of Betmar proper, tickets sales within the park, and timeframes for internal publicity within the park. It applies to all sub-organizations (clubs) members, Activities Councilor, and Communications Councilor.

PURPOSE: The purpose of this policy is to clearly state where and when advertising of an event can take place, when tickets may be sold and what should be included on tickets.

POLICY:

1. Articles advertising a club function/event may be placed in local publications, on the internet and bulletin boards of other parks, stores, etc.
2. All posters/flyers posted in Betmar proper and outside in the community MUST contain the following phrase “Betmar-A 55 and Older Community”.
3. If the ticket includes a raffle drawing, the fee must state “Donation”.
4. If the ticket is exclusively for entry into an event, it may state a ticket price. The use of the word “donation” price is preferred.

PROCEDURE:

1. Tickets may be sold at any time; however, no sales may take place at Coffee Hour until three (3) weeks prior to the event.
2. Tickets sold at coffee may take place in the annex, set up for that purpose.
3. Communications must receive ticket requests at least two (2) weeks prior to the anticipated commencement of ticket sales.

4. Posters may be placed on the clubhouse bulletin boards, Library, Golf Clubhouse and Aquatic Center-Swim Club three weeks in advance of the event. Posting at the Library, Golf Clubhouse and Aquatic Center-Swim Club are subject to the approval of their respective Board of Directors.
5. Posters must be removed promptly after the event.
6. Announcements may be made at coffee hour. The Activities Councilor will determine who shall present the announcement.
7. Announcements may be placed in the monthly bulletin if Communications receives a written request describing what should be included and it is received by announced deadline for the bulletin.

VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
110	Owners Board of Directors	1-15-09	REPEALED	
101	Owners Board of Directors	4-18-07		
101.1	Owners Board of Directors	4-20-2023	Replaces policy 110 and policy 101 dated 4-18-07	P & P committee

101.1 Approved
 Policy and Procedure Chairperson: _____ Date _____

President Betmar Owners Inc. _____ Date _____

Three (3) Year Policy and Procedure Committee Review Date: 2026

Signed: _____

Three (3) Year Policy and Procedure Committee Review Date: 2029

Signed: _____