Hants & Berks Motor Club Ltd – Advert Policy

Introduction

Hants & Berks Motor Club Ltd organise various types of events and activities for the benefit of the Club and our members.

Policy Aims

The purpose of this policy is to:

- Assist Hants & Berks Motor Club members to generate high quality adverts that accurately and effectively promote events and activities, whilst showing HBMC in a positive manner;
- Promote good practice in advertising and execution which encourages the development of positive events for all.

Policy Principles

- To ensure that all adverts developed for HBMC events and activities are accurate, effective and support HBMC business in a positive light.

Responsibilities

Members of Hants & Berks Motor Club Ltd. Committee will:

- Embed this policy and work according to its principles;
- Promote and publicise this policy to all members.

Members of Hants & Berks Motor Club Ltd. will:

- Act according to the principles of this policy and associated procedures.

1. Planning and Approval

- **Define Goals**: Be clear about the event or activity's purpose, scale, and target audience;
- **Scheduling**: Ensure the date does not conflict with any major club activities, academic deadlines, or other community events;
- **Generate Advert**: Adverts should accurately reflect the event or activity, have a snappy title with clear date, times and venue specified. Any email addresses should work and the recipient should ensure no personal data is mishandled. Adverts should be concise (limit to one A5 page in Sidelights);
- **Adverts for club lunches** in Sidelights should include the following statement:
    - Members are liable for the cost of pre-ordered lunches unless they notify the organiser to cancel by 09:00am latest on the day of the lunch.
- **Review**: Check accuracy of details, dates, times and particularly email addresses (test before publishing);
- **Approval Process**: Submit to the Committee for timely approval before publishing the advert via email to advert@hbmc.clas6.com (copies will be forwarded to the Chair & Secretary, and Sidelights Editor to confirm approval before publishing).

2. Event Management

If the advert is being generated to support the promotion of an HBMC event then the organiser(s) should also follow the Hants & Berks Motor Club Ltd – Event Policy.

This Policy was last reviewed by Hants & Berks Motor Club Ltd. on 6th October 2026