

ICSNC Event Promotion Policy

The following policy has been set by the ICSNC Board of Directors for cooperation between ICSNC and all established organizations who are interested in promoting Persian Culture:

- ICSNC Mailing list and Email listserve are the most up to date databases of the Persian contacts in North Carolina. The subscriber's information is kept in total confidentiality and is not shared with any other organizations.
- ICSNC cooperates with all established organizations with promotion of their non-commercial events related to the Persian culture.
- In order to support ICSNC financial obligations, ICSNC cannot advertise or support any event which its dates coincides with an ICSNC event to which ICSNC has a committed financial obligation. Once the ICSNC event has taken place OR the financial commitment has been met, advertisement or support for other events can be made.
- ICSNC must to be identified as a co-sponsor of the event in any of the program announcements (Multimedia, posters, flyers and verbal acknowledgement during the event in all languages).
- Tickets to the event need to be offered at a 20% discount to the ICSNC members. ICSNC members are identified by presenting their membership cards or an appointed member of ICSNC will be present at the event to identify the members from the latest membership list. The 20% discount is optional for the events organized by the Iranian student organizations in order to support them and their programs.
- Religious and political comments/slogans cannot be included in the announcement.
- Content of all announcements are subject to the ICSNC Board of Directors approval.
- Approved event will be listed on the ICSNC Facebook and ICSNC website under Calendar of Events.
- **For paper mail publicity of an event thru ICSNC newsletter:**
 - A ½ page advertisement is provided free of charge.
 - For newsletter inserts, printed flyers must be provided by the requestor.
 - Approved notice is required for publishing advertisement in the upcoming newsletter; provided the event date is at least a month after mailing date of the Newsletter.
 - Newsletter Committee needs 10 days to design and set the ½ page advertisement and needs 5 days for inserts.
- **For paper mail publicity in the form of a post card or individual flyers;**
 - Requestor needs to supply the pre-stamped post cards or the flyers in pre-stamped envelopes with ICSNC mailing address as the return address.
 - A two week notice is required for label preparation and mailing.
- **For electronic publicity via email;**
 - A two week notice is required.
 - One notice and one reminder will be mailed to ICSNC listserv.
- **The event announcement should include the following:**
 - **Title:** Title of the program
 - **Program:** Brief description of the program
 - **Date:** Date of event
 - **Time:** Exact time and all related schedules
 - **Tickets:** Price of the ticket for general public and ICSNC members (if applicable)
 - **Place:** Full address of the event
 - **Direction:** Direction or url of the location if possible
 - **Contact:** Name, phone, email address
 - **Sponsored by:** The requesting organization and *co-sponsored by Iranian Cultural Society of North Carolina (ICSNC)*