

Promoting Your Event

- > **Logo:** Inova's can generally be used for events that have been approved by Foundation staff. Any print or electronic use of the logo must be approved in advance and must adhere to established design standards.
- > **Promotional Materials:** Inova requests the opportunity to review and approve all promotional materials including the use of the Inova's logo, advertising, letters, brochures, flyers, media advisories, press releases, and other promotional materials prior to production and distribution. Part of this review is to ensure that your partnership with Inova is described accurately.
- > **Media Outreach:** Inova's Marketing team has established guidelines about media outreach for fundraising events. Please secure approval from the Foundation before announcing your event publicly, inviting the media to your event, or issuing any media advisory or news release. In general, Inova Health System staff will not provide media support for events planned by other organizations. We welcome the opportunity to review your materials, provide language describing Inova Health System, and offer other support as appropriate.
- > **Endorsements:** While Inova welcomes the support of any individual or organization, Inova does not endorse any product, firm, organization, individual, or service. We respectfully request that you promote and conduct your event in a manner that avoids statements or appearances that imply an endorsement by Inova.
- > **Photography:** Don't forget to photograph your event! Photos are a great way to promote your event after it's over – on your website, blog, newsletter, or annual report. Please share photos with us – we love to see all the ways people are supporting Inova!