

National WIC Association (NWA) Partner Code of Conduct

The National WIC Association (NWA) invites businesses and non-profit organizations that share our [mission, vision, and guiding principles for health equity](#) to partner with us and/or to become a sponsor. WIC is the nation's premier public health nutrition program and NWA recognizes that public and private partnerships have the potential to accomplish far more for WIC families when organizations work together. A partnership with NWA will increase your company or organization's visibility, provide networking and engagement opportunities, and help you meet your company's business and corporate responsibility goals.

NWA requires that NWA and its partners have honest and transparent relationships with NWA staff and members, and have set forth clear parameters to help accomplish this. NWA may discontinue partnership with any company/organization without a refund at any time if the partner does not adhere to the code of conduct as outlined listed below.

Code of Conduct:

- Be honest and transparent in engaging and conducting business with NWA and the NWA membership.
- Inform oneself that at no time will NWA be required or obligated to do any of the following:
 - o (i) advocate on behalf of Partner's interests
 - o (ii) endorse nor promote the Partner's products or services to NWA's members, and/or in legislative or policy arenas
 - o (iii) favor any Partner(s) for the benefit of that Partner, or to the detriment of any other Partner(s)
 - o (iv) offer specialized benefits outside of those listed in their respective [partnership tier](#).
- Partner shall not imply, suggest, or otherwise inform any other individual or entity that their status as a NWA Partner has any type of special access, preference or other enhanced status with NWA (outside of those listed in their respective partnership tier) or the WIC program as a result of such status.
- Comply with the execution guidelines governing Partner's conduct for each eligible activity below:
 - o Webinar Sponsorship Partner Benefit (the current version of which is attached as Addendum A, and is subject to change at any time)
- Follow all local and meeting-specific rules and regulations for exhibiting and speaking.
 - o [Guidelines for Business Partner and Exhibitor Presentations](#), if applicable.

ADDENDUM A

NWA Webinar Sponsorship Partner Benefit

The [National WIC Association \(NWA\)](#) hosts WIC-related educational webinars for its members (state and local WIC agency staff) (“Members”) throughout the year (“Webinars”).

NWA invites *Business Council Partners* to take advantage of the “Webinar Sponsorship” partner benefit included in the Business Partnership Agreement (“BPA”).

Annually, *NWA Business Council Partners* may sponsor no more than one (1) Webinar.

About Partner-Sponsored Webinars

Requests for Webinars must be submitted to NWA ninety (90) days in advance of the desired Webinar date; dates are subject to availability, and NWA is permitted, in its sole discretion, to decide on the number of Webinars available on any one day.

- Webinars will last 60 minutes; 45 minutes will be allotted for content and 15 minutes for Q&A from Members.
- Webinars will generally be slotted on Tuesdays at 3pm ET. NWA can share available slots with partners at the partner’s request.
- Partners may submit topics and speakers. Topics (including title and description) and presenters must be approved by the NWA team before the Webinar is confirmed. **In addition, the NWA Leadership Team will review and confirm final approval of all proposed webinar topics, descriptions, and slides. As a result, the review process may take up to but is not limited to 60 days before a decision is made.**
- Topics and the substance of the Webinars must be educational and not sales pitches to promote the Partner’s business endeavors. *NWA highly recommends co-presenting with WIC staff on successful partnerships.*
- Once Webinar topics and speakers are confirmed, NWA will confirm the date of the webinar with Partner and will advertise the webinar to its membership for registration.
- Presentations must follow [Guidelines for Business Partner and Exhibitor Presentations](#) and other parameters as may be given by NWA’s leadership;
- Partners may moderate/provide opening remarks for their Webinar;
- NWA will provide the platform for the presentation of the Webinar. It is the responsibility of the Partner to ensure they are able to utilize the software provided.
- Partner logos will be placed on the Webinar’s registration page and included in marketing/announcements related to the Webinar. The Partner will be framed to the Members as the “Host” of the Webinar.
- NWA will send a follow up email to all attendees and registrants within two weeks of the live webinar with a link to the recording (which will be available to NWA members only), a PDF of the PowerPoint Presentation, contact information of the presenters, and a generic Certificate of Attendance. NWA will not be responsible for securing continuing education credits for Partner webinars. Partners may secure continuing education credits for their webinars independent of

NWA.

- **NWA will *not* supply attendee contact information to Partners;** though NWA will share the number registered for the event upon request, as well as a general overview of who will be in attendance (i.e. local agency staff). If Partners would like to share information on how members may connect with them, they may do so during the Webinar and NWA can share this information in the followup email.
- NWA will house the recording of the webinar for NWA members (WIC Agency Staff) only to watch on-demand for at least one year after the live webinar. The recording will be available to NWA members within two weeks of the live webinar.
- **NWA may make changes to the sponsorship parameters at any time,** and will make live updates to this document as changes are made.

How to Request a Webinar Sponsorship

To request a Webinar sponsorship, please email the following information to Partnership@nwica.org no later than **90 days** in advance of your earliest desired presentation date). The NWA team will guide Partners through the process once the initial request is received.

Your initial request *must* include:

- Webinar Topic (topics must be educational and are subject to approval) and proposed presenter (if known).
- A Working title and description (2-3 paragraphs) for the webinar to be used for advertising and registration;
- Description/Abstract: A concise summary of what the webinar will cover, including the main theme and objectives.
- Learning Objectives: Specific, measurable objectives describing what participants will learn or be able to do after attending.
- Key Takeaways: Key points or actionable insights that participants will gain.
- Relevance to Audience Needs: NWA's core audience for Webinars is Local/State WIC agency staff and leadership. How the content addresses current challenges, trends, or topics of interest to the audience.
- First choice and second choice of Webinar date and time (Partner-Sponsored Webinars are slotted for Tuesday from 3-4 pm ET).

Expected Timeline for Review/Finalization of Webinar for Execution

The NWA Leadership Team will review and confirm final approval of all proposed webinar topics, brief descriptions, and slides for final approval. As a result, the review process may take up to but not limited to 60 days before a final decision is made.

Questions? Please email us at partnership@nwica.org.