



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:
 - (i) advocate on behalf of Partner's interests
 - (ii) endorse nor promote the Partner's products or services to NWA's members, and/or in legislative or policy arenas
 - (iii) favor any Partner(s) for the benefit of that Partner, or to the detriment of any other Partner(s)
 - (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:
 - 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.
 - [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.

Annually, NWA Business Council Partners may sponsor one (1) Webinar.

The following guidelines outline expectations, responsibilities, and processes for organizations hosting Partner Webinars with NWA.

About Partner-Sponsored Webinars

Requests for Webinars must be submitted to no later than 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.

Webinar Format & Scheduling

- Partner Webinars are designed to deliver concise, high-value educational content for NWA members.
- Webinars are 60 minutes in length, consisting of 45 minutes of content and 15 minutes of live Q&A.
- Partner Webinars are generally scheduled on Tuesdays at 3:00 PM ET.
- Available dates may be shared with Partners upon request.
- Once approved, NWA will confirm the final date with the Partner.
- Partners may provide opening remarks and/or serve as moderator for their session.

Proposal & Approval Process

All Partner Webinars require advance review and approval to ensure alignment with NWA’s mission and member needs.

Presentations must follow [Guidelines for Business Partner and Exhibitor Presentations](#) and other parameters as may be given by NWA’s leadership

WEBINAR SUBMISSION FORM: <https://survey.alchemer.com/s3/8621232/NWA-Business-Council-Partner-Webinar-Request-Form>



- Partners must submit a [webinar proposal](#) that includes:
 - First, Second and Third Webinar Date Choices
 - Webinar Topic and Full Description for NWA. Please share a full description of what you will be presenting.*
 - Official Presentation Title (to be shared publicly by NWA)*
 - Webinar Description - (Marketing Version) (100 words max)
 - Three Learning Objectives
 - Speaker Names (4 maximum) with Credentials, Titles, and Companies/agencies
- Webinar topics must be approved by the NWA team before scheduling is confirmed.
- All presentation materials, including slides and handouts, must be submitted for review and approval prior to the event.

Expected Timeline for Review/Finalization of Webinar for Execution

Please note that the full review process may take up to 60 days, and approval is not guaranteed.

NWA Leadership strives to review all submissions promptly, though additional clarification may occasionally extend the timeline. If approved, your webinar will be promoted on our website.

Once a webinar is approved, slides must be finalized and submitted for review by the NWA Leadership team. NWA will endeavor to complete our review at least two weeks before the live webinar in case any updates/changes are recommended or need discussion/clarification.

Content Standards

Partner Webinars must prioritize education and professional value.

- Content must be educational in nature and may not serve as a sales pitch or direct promotion of products or services.
- Presentations must adhere to NWA's [Guidelines for Business Partner and Exhibitor Presentations](#) and any additional requirements set by NWA leadership.
- Co-presenting with WIC staff to highlight successful partnerships and practical applications is strongly encouraged.

Roles & Responsibilities

NWA will:

- Provide the webinar platform and technical hosting
- Manage registration and promote the webinar to members
- Include Partner branding on the registration page and promotional materials
- Recognize the Partner as the "Host" of the Webinar



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- Distribute follow-up communications and materials
- Host the webinar recording for on-demand member access

Partners are responsible for:

- Ensuring presenters are prepared and able to use the provided webinar platform
- Delivering approved, educational content
- Providing final materials by required deadlines
- Sharing their own contact information during the session if they wish to connect with attendees

Marketing & Branding

To recognize Partner support:

- Partner logos will appear on the webinar registration page and in related announcements and promotions.
- The Partner will be identified to members as the “Host” of the Webinar.

Attendee Information & Privacy

NWA protects the privacy of its members.

- Attendee contact information will not be shared with Partners.
- Upon request, NWA may provide the total number of registrants and a general description of the audience (e.g., local agency staff).
- Partners may share their contact information during the webinar and may request inclusion of this information in the follow-up email.

Post-Webinar Follow-Up & Recording Access (NWA Members only)

Within two weeks of the live webinar, NWA will provide attendees and registrants with:

- A link to the webinar recording (NWA members only)
- A PDF copy of the presentation slides
- Presenter contact information
- A generic Certificate of Attendance

The webinar recording will be hosted by NWA for on-demand, members-only access for a minimum of one year.

Continuing Education Credits

- NWA does not secure continuing education (CE) credits for Partner Webinars.
- Partners may independently pursue and manage CE credits, if desired.



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NWA reserves the right to modify these guidelines and sponsorship parameters at any time. Updates will be reflected in the most current version of this document.

How to Request a Webinar Sponsorship

To request a Webinar sponsorship, complete [this form](#) 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.

Questions? Please reach out to us at partnership@nwica.org



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ADDENDUM B

Guidelines for NWA Partner Logo Usage

Purpose

The purpose of this document is to provide clear guidance on the appropriate use of the National WIC Association (NWA) Partner and Business Council Partner Logos. These Logos serve as a visual representation of an organization's active partnership with NWA and may be used to acknowledge this relationship. To maintain the integrity of NWA's brand and avoid any confusion or misrepresentation, this document outlines who is permitted to use the Logos, how they may be used, and the required approval process.

Background

As a part of the [NWA Partner Program](#), NWA provides access to the Partner and Business Council Partner Logos shown in Appendix A (collectively "Logos"). These Logos have been developed by NWA and are intended to identify and visually reinforce the organization's partnership relationships.

Who Can Use the NWA Partner and NWA Business Council Partner Logos

All NWA paying partners ("Partners") who are up to date in their partner dues may use the NWA Partner Logos, subject to the restrictions contained herein.

Only NWA Business Council Partners who are up to date in their partner dues may use the NWA Business Council Partner Logo, subject to the restrictions contained herein.

Approval Process

NWA requires that all materials using the Logos be reviewed and approved by NWA prior to use. A period of no less than 2 business days is required to approve materials using the Logo.

To request approval for usage, Partners must submit a proposal to partnership@nwica.org. All submissions for approval must provide the final design of the materials in question and how and when those materials will be used.

NWA reserves the right to rescind approval and ask a Partner to remove the Logo(s) from materials at any time at its sole discretion.

Logo Usage

Logos may be used for the purpose of publicly indicating a Partner's relationship as a partner of NWA. The following language MUST be included alongside any use of the Logo(s):

BCP Logo:



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WIC is a registered service mark of the U.S. Department of Agriculture. Use of the NWA Business Council Partner Logo does not imply endorsement or promotion of the National WIC Association Business Council Partner's products or services by National WIC Association or by the U.S. Department of Agriculture.

Partner Logo:

WIC is a registered service mark of the U.S. Department of Agriculture. Use of the NWA Partner Logo does not imply endorsement or promotion of the National WIC Association Partner's products or services by National WIC Association or by the U.S. Department of Agriculture.

Restrictions on the Use of NWA Partner and NWA Business Council Partner Logos

Partners **shall not**:

- Use the Logo(s) to promote specific products or services or alongside any branding, logos, or images related to the company's products or services.
- Modify, alter, distort, or change the Logo(s) in any way, including color, shape, or proportions;
- Use the Logo(s) in a way that implies NWA endorses Partner's products or services outside the scope of the partnership;
- Use the Logo(s) in political, religious, or controversial contexts without prior written approval;
- Use the Logo(s) in a manner that is misleading, defamatory, obscene, or damaging to NWA's reputation;
- Transfer or sublicense the right to use the Logo(s) to any third party; and/or
- Dispute or challenge, or assist any person in disputing or challenging, NWA's rights in and to the Logo(s) or their validity.

Acknowledgment of Ownership of the Logos

Partner acknowledges that (a) NWA is the owner of the Logo(s) and all goodwill related thereto, and (b) all use of the Logo(s) and any goodwill accruing from such use will insure solely to NWA's benefit. If Partner acquires any rights in the Logo(s), by operation of law or otherwise, Licensee hereby irrevocably assigns such rights to NWA without further action by any of the parties.

Termination of Use

Unless terminated earlier, the duration of the rights and permissions granted to Partner herein shall begin on the date of activation of partnership and expire on the date of expiration of the partnership (December 31st of the paid partnership year; a grace-period may be offered for payments in process).

Partners must remove the Logo from all Partner-owned or controlled materials when the partnership is no longer active.

This document titled "**Guidelines for NWA Partner Logo Usage**" constitutes the entire agreement between the parties relating to the subject matter herein. No prior agreement or understanding, oral or otherwise, of the parties or their agents shall be valid or enforceable with respect to the subject matter herein unless embodied in this document.

January 2026



Appendix B-1 LOGOS



SAMPLE USAGE

GovNourish is proud to be a National WIC Association Business Council Partner.

For more information GovNourish's work,
contact us at sampleemail@samplecompany.com.x



WIC is a registered service mark of the U.S. Department of Agriculture. Use of this Logo does not imply endorsement or promotion of the National WIC Association Business Council Partner's products or services by National WIC Association or by the U.S. Department of Agriculture.



ADDENDUM C

NWA Partner Spotlight Execution Guidelines - *Monday Update e-Newsletter*

The following guidelines apply to Business Council Partner (BCP) and Supporting Partner *Monday Update* Spotlight Benefits.

One Partner Spotlight may be published per partner in a calendar year. Business Council Partner Spotlights may be 200-300 words and Supporting Partner Spotlights may be up to 100 words.

Please review these guidelines carefully before submitting your spotlight content to ensure eligibility and alignment with NWA's editorial standards.

Spotlight Overview

- **Length:**
 - 200-300 words for Business Council Partners
 - Up to 100 words for Supporting Partner
- **Framing and Placement:** NWA will place the highlight in the *Monday Update* Newsletter with the partner's logo and the following statement:

The National WIC Association extends its gratitude for the support of its esteemed partners, including **PARTNER NAME**. The opinions articulated in the *Monday Update* Partner Spotlight are exclusively those of the Partner and do not imply an endorsement by the National WIC Association.
- **Frequency:** One opportunity annually, per Partner
- **Topic (more details below):** Share your organization's mission, relevant initiatives, or insights related to your work with WIC and that align with NWA's values.
- **How to submit:** Submit your final content via email to partnership@nwica.org with the subject line 'NWA Partner Spotlight Submission.' Please include your organization's logo as a high-resolution file attachment."
- **Timeline:** NWA's will review content in a timely manner and schedule the *Monday Update* post for the next available *Monday Update*, based on availability. First come, first served. Spotlight dates will depend on available newsletter space and editorial approval.

Partner Spotlight: Submission & Review Guidelines

- Alignment & Focus
 - Content must be aligned with NWA’s mission, vision, and health equity statement.
 - Content should be your company/organization’s mission, relevant initiatives, or insights related to your work with WIC.

- Recommended Topics:
 - New product or service launch
 - Company milestone or success story
 - Upcoming event or webinar
 - Case study or client outcome
 - Thought leadership or industry insight
 - (Or propose another WIC-relevant topic for consideration)

- Tone & Value
 - Professional, informative, and evidence-based
 - Light promotional language is acceptable but should be paired with meaningful insights, news, or tips relevant to WIC audiences.

- Scientific Accuracy & Evidence
 - All claims must be accurate and supported by evidence
 - Cite sources for data; include collection dates and markets represented

- Data & Measurement
 - Use standardized measures (e.g., price per pound)
 - When referencing market figures, state source, collection date, and scope

- Nutrition & Lactation References
 - Food products:
 - List key ingredients and nutrient details
 - Clearly flag any non-WIC items
 - Lactation topics:
 - Avoid imagery or language about bottles, teats, etc.

- Product Development Details
 - Describe lead times, packaging/logistics challenges, and delivery systems



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- Equity, Diversity, Inclusion & Belonging
 - Reflect diverse communities and experiences in WIC programming
 - Reflect alignment with NWA's health equity statement

- Visuals & Links
 - Text only—NWA will include the company/organization logo to the highlight when publishing the newsletter
 - You may include hyperlinks to your company website and secure URLs. No affiliate or third-party tracking URLs

- Prohibited Content
 - Direct competitor comparisons
 - Aggressive pricing claims (“cheapest,” “best deal”)
 - Spammy CTAs (“Buy now!”, “Act fast!”)
 - Infant formula-related content

- Review Process
 - NWA will review content and share feedback in a timely manner
 - All submissions undergo editorial review for clarity, accuracy, and compliance
 - We reserve the right to edit or decline content that falls outside these guidelines