

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 Partners
- **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
- **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 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