South Central Wisconsin Builders Association

Media and Public Relations Policy

The South Central Wisconsin Builders Association (SCWBA) maintains ownership and control over the public presentation, branding, imagery, photography, video, and promotional content associated with its programs, initiatives, events, and activities. Individuals, businesses, organizations, or other outside parties may not independently capture, reproduce, create, brand, or distribute original photography, video, promotional materials, or other content featuring SCWBA programs or initiatives for the purpose of advancing, promoting, or furthering their own business, organizational, political, commercial, or other agenda without prior written approval from SCWBA. Paid and in-kind supporters who have been specifically recognized through a pre-agreed partnership may create original content incorporating their own logos, branding, tags, or promotional references only to the extent and in the manner agreed upon by all parties in advance. No outside branding, logo, tag, endorsement, or implied affiliation may be attached to or incorporated into SCWBA programs or initiatives without prior written approval. SCWBA will not permit outside individuals or entities to capitalize on the reputation, visibility, relationships, or success of the Association or its initiatives for their own benefit without an expressly authorized partnership or written agreement.

SCWBA proudly encourages members, participants, volunteers, partners, and the public to share and promote the Association's initiatives and activities through SCWBA's own published media and social media channels. Sharing or reposting SCWBA-created content is permitted and encouraged when it is done accurately and without alteration that changes the intended message. Individuals and companies may also share their own participation in an SCWBA program, event, or initiative; however, such content may not include outside branding, promotional messaging, or language that suggests or implies a paid, unpaid, endorsed, sponsored, or cross-marketing relationship with SCWBA unless such relationship has been expressly approved in writing. Participation alone does not constitute permission to use an SCWBA program or initiative as a platform for independent marketing, branding, or promotion.

SCWBA Student Build is included in this policy with additional inclusions outlined in the annual agreement between the district and South Central Wisconsin Builders Association.