

## Policy on Commercial Promotions

### Message Board:

1. General Rule: commercial postings for goods and services will not be permitted. These belong in the Marketplace or on the to-be-created Sponsors Page.
2. Club rides and club activities may of course be advertised on the message board, even if they involve the payment of money (e.g. New Paltz Weekend).
3. Non-club rides, whether charitable or otherwise, may be posted/advertised on the message board no more than twice (this allows the original post and the inevitable "last chance!" post). Normal conversation may ensue, but "bumping", whether by the original poster or indirectly by his confederates, will not be allowed. For purposes of this section, a series of related rides (such as a bike shop's weekly "Shop Ride") is considered one ride.
4. Non-promotional conversations about non-club rides such as "can I get a lift to the start?" or "does anyone have a registration to sell?" are always OK.
5. Members may announce cycling-related lectures, workshops, receptions and similar one-off events, even if ancillary to the sponsor's business, unless such lectures, workshops, etc. are a regular and recurring part of such business. Thus, a one-time workshop on "Using Your Garmin" may be promoted, but a weekly "happy hour" may not. It is expected that members will not shill for others' businesses. An event that consists primarily of a sale or discount is not a permitted event for purposes of this section, but a substantive event that includes a sale/discount component is OK.
6. Sponsors of ENY or of Club Meetings may advertise goods, services and events on the to-be-created Sponsors Page.
7. All actions taken by the moderators under the foregoing rules will be final and nonappealable.

### Carousel and Other Website Exposure

Where a sponsor of a non-club event has agreed to cross-promote or sponsor Escape New York or other club events, the Content Editor may approve the use of the carousel or other website facilities to promote such sponsor's event. Such approval shall be in the sole discretion of the Content Editor.

### Board Discretion

The Board in its discretion may approve departures from the foregoing rules in appropriate cases.