

MARKETING MATERIAL APPROVAL SOP

1. Purpose

To ensure every material used to recruit Wellness Associates, marketing, or represent Bright Life Health & Wellness publicly is reviewed and approved before it is distributed, posted, printed, or presented. This protects the program by keeping it compliant, and keeps our messaging accurate and consistent.

2. Scope

This applies to all recruiters and staff. **Approval is required before any material is used publicly or shared outside the program team**, including but not limited to:

- Websites, landing pages, and online listings
- Flyers, brochures, postcards, posters, and signage
- Presentations, slide decks, and community talk materials
- Social media posts, ads, profiles, and images
- Email, text/SMS templates, and scripts
- Videos, audio, radio spots, press statements, and branded giveaway items.
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If you are unsure whether an item is in scope, email it over for review with the assumption that approval is required.

3. Procedure

- **Prepare the material:** Complete the final draft. Verify the program name is correct. Please email us if you need the approved logo.
- **Submit for review:** Email the material to Marketing@brightlifelhw.com. Your email must include (a) what the material is, (b) what you will use it for and where it will appear, and (c) how long you intend to use it. Also note whether the request will be replacing a previously approved version.
- **Allow two business days:** Marketing will respond within 2 business days of receipt. Please allow an additional cushion around holidays and program events. If you have a fixed deadline, please indicate in the request submission.
- **Receive a decision:** You will receive a response indicating whether the request was approved or edits are required. If edits are required, make the requested changes and resubmit; the revised version is not approved until you receive confirmation. A resubmission starts a new 2-business-day window.
- **Use only the approved version:** Do not alter approved material in any way, including words, images, logos, contact details, etc, after approval. Additional changes will require resubmission.
- **Stay within the approved use period:** Approval covers the use you described and the timeframe you stated in your submission. To keep using the material beyond that period, use it for a different purpose or audience, or if program details change, resubmit for review.

4. If Material is Used Without Approval

- Remove the material from use and circulation immediately.
- Your writing link will be terminated

Questions?

Please email marketing@brightlifelhw.com, we are here to help!