



# PARTNERSHIP & PROMOTIONAL GUIDELINES



NANTUCKET BOYS & GIRLS CLUB

March 2026

## Purpose

The Nantucket Boys & Girls Club partners with organizations to expand opportunities for Nantucket youth.

When using Club space or collaborating within our community, we aim to ensure this partnership is clearly and consistently represented across all communications.

## Our Mission

To empower the youth of Nantucket to reach their full potential as productive, caring, and responsible citizens.

## Our Vision

The Nantucket Boys & Girls Club will be the premier youth development organization on Nantucket, serving the island's children and their families, and continuing our partnerships with local nonprofit and community organizations.

## Required Partnership Language

To ensure consistency, all promotional materials should reference the Nantucket Boys & Girls Club using one of the approved statements below.

Preferred:

This [program/event/class] is offered in partnership with the Nantucket Boys & Girls Club.

Alternative:

This [program/event/class] is presented in partnership with the Nantucket Boys & Girls Club.

If referencing facility usage:

This [program/event/class] takes place at the Nantucket Boys & Girls Club and is offered in partnership with the Club.

These statements, or similar language, should be used across all public-facing materials, including flyers, emails, websites, social media, and radio, to clearly reflect the partnership.

## Branding Requirements

To help maintain a consistent and recognizable presence, materials should:

- Include the full name: Nantucket Boys & Girls Club
- Include the NBGC logo
- Include approved or similar partnership language
- Ensure placement is clearly visible and not in fine print



If you have any questions not answered in the guide, please contact NBGC's Development Department [Development@nantucketbgc.org](mailto:Development@nantucketbgc.org)

## Logo Usage

The Nantucket Boys & Girls Club logo should be included on applicable promotional materials and displayed clearly alongside partner branding.

Official logo files and brand assets are available at:  
[nantucketboysandgirlsclub.org/get-involved](https://nantucketboysandgirlsclub.org/get-involved)

Please do not alter the logo's colors, proportions, or orientation.

## Social Media Expectations

When promoting programs hosted at the Club, we ask that partners:

- Tag the Nantucket Boys & Girls Club on the appropriate platform
- **Instagram:** @nantucketbgc
- **Facebook:** Nantucket Boys & Girls Club
- **LinkedIn:** Nantucket Boys & Girls Club
- **YouTube:** Nantucket Boys & Girls Club
- Include reference to the partnership in the caption
- Accurately represent the program as taking place at the Nantucket Boys & Girls Club

## Approval & Usage Guidelines

To ensure alignment, we ask that promotional materials referencing the Nantucket Boys & Girls Club be shared with the NBGC Development Team for review prior to distribution by emailing [development@nantucketbgc.org](mailto:development@nantucketbgc.org).

Partners are responsible for ensuring materials:

- Accurately represent the program and partnership
- Use approved language and branding
- Reflect the values and standards of the Nantucket Boys & Girls Club

The Club may request edits to materials to ensure consistency with these guidelines.

## Compliance & Expectations

Use of the Nantucket Boys & Girls Club facility comes with a shared understanding that the partnership will be acknowledged publicly and consistently across communications.

Misrepresentation of the Nantucket Boys & Girls Club, lack of appropriate acknowledgment, or distribution of materials without prior review may affect future use of Club facilities and partnership opportunities.

## Working Together

We value our partnerships and the opportunity to work together in support of Nantucket youth. These guidelines are intended to ensure our collaboration is clearly represented and consistently communicated.

Thank you for helping us build and share this work with our community.



NANTUCKET BOYS & GIRLS CLUB

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