

VRIC External Engagement Policy for Informational and Promotional Sessions

Effective Date: Jul 9, 2025

Approved By: Board of Directors

Last Reviewed: Jul 8, 2025

1. Policy Overview

This policy outlines the framework and procedures for allowing external organizations, such as schools, healthcare providers, and service-based businesses, to host informational or promotional sessions at Valley Ranch Islamic Center (VRIC). The intent is to ensure these engagements align with VRIC's mission, benefit the community, and uphold Islamic values.

2. Who This Policy Applies To

This policy applies to all external entities seeking to use VRIC space or platforms to deliver informational content or promote their services or products. This includes local schools, educational programs, healthcare providers, consultants, and service vendors. Note: Sales of physical items are not covered under this policy and will incur separate charges.

3. Engagement Philosophy

VRIC recognizes the community value of providing space for educational and promotional sessions. However, to ensure such sessions support the center's values and priorities, all engagements must:

- Align with VRIC's mission and Islamic ethics
- Avoid over-commercialization
- Respect community attention and time
- Maintain fairness in access
- Provide financial recoupment when appropriate

Definitions used throughout this policy:

- **Informational Session:** A non-promotional session focused on education.
 - **Promotional Session:** A session involving marketing or advertising of services/products.
 - **External Entity:** An organization not under VRIC's operational or financial control.
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4. Key Definitions

- **Informational Session:** A non-promotional session focused on education.
 - **Promotional Session:** A session involving marketing or advertising of services/products.
 - **External Entity:** An organization not under VRIC's operational or financial control.
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4. Eligibility Requirements

To be approved, external entities must:

- Provide clear community value
 - Submit all presentation materials in advance
 - Adhere to Islamic values and ethics
 - Avoid promotion of haram, exploitative, or excessive services
 - Prioritize services for underserved communities
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5. Session Guidelines and Logistics

5.1 Session Types & Fees

- **Fee:** \$400 flat rate per session
- **Locations:** VRIC Main Multi-Purpose Hall, Yaqeen Room, or North Lounge (not in Musallah areas)
- **Time:** Minimum 45 minutes; actual timing depends on prayer schedule and room availability

5.2 Space & Time Guidelines

- Sessions around prayer times typically draw more attendance

5.3 Marketing & Promotion Rules

- Flyers may be distributed during Jumuah (volunteers not provided)

- One table permitted in the lobby from 30 minutes before to 30 minutes after the session
- Standing banners, giveaways, handouts, and PowerPoint slides (without audio) are allowed
- Flyers must be pre-approved by VRIC
- VRIC will promote the event via digital screens and newsletter
- Use of digital screens may incur an additional fee

5.4 AV & Equipment Support

- Wired/wireless microphone provided
- HDMI/USB-C cables available
- Rooms have built-in speakers
- External entity must bring their own laptop with HDMI/USB-C port

5.5 Food & Facility Use

- Food is allowed per VRIC guidelines (no food in carpeted areas, only snacks/drinks)
- All food plans must be communicated in advance

5.6 Setup, Teardown & Cleaning

- Notify VRIC 1 week in advance for chairs, tables, or AV setup
- Setup, teardown, and standard cleaning are included in the fee
- Additional charges may apply for damages

6. How to Apply

- Submit the External Engagement Request Form at least 3 weeks prior to the proposed session
- Include session description, presenters, promotional materials, and logistical needs
- The Operations Manager and designated Board representative will review the application
- Applicants will be notified within 7–9 business days
- If approved, the session will be scheduled upon payment confirmation

7. Event Expectations

- Approved events will be listed as "External Sponsored Sessions"
- No unapproved flyers, tables, or materials may be distributed
- Setup and teardown are included in the session fee and will be managed by VRIC. Additional custodial charges may apply in case of damages or excessive cleanup.

Presenter Conduct

- Presenters must maintain professional, respectful, and appropriate behavior at all times.
- Inappropriate language, discriminatory remarks, or behavior in violation of VRIC values will result in immediate termination of the session.
- Presenters are expected to comply with all VRIC guidelines, including those related to time, content, and facility usage.
- All presentations must include the following disclaimer, displayed clearly on slides or distributed materials:
All materials, presentations, and content provided or displayed are for informational purposes only. VRIC does not endorse, guarantee, or assume responsibility for the accuracy, completeness, or reliability of any content shared by presenters or third parties. VRIC shall not be held liable for any errors, omissions, or outcomes related to the use or interpretation of these materials.
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8. Scheduling Limits & Prioritization

- A maximum of 2 external sessions are allowed per month
 - Priority is given to:
 - Early applicants
 - Nonprofits and community-service entities
 - Presenters with a history of compliance and impact
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9. Policy Enforcement & Disclaimers

- VRIC reserves the right to deny, revoke, postpone, or reschedule any session at its discretion
- VRIC's internal events will take precedence over external events and may change without prior notice

- Presenters must strictly adhere to their allotted time to avoid disruption of other programs

Disclaimer: VRIC does not endorse or guarantee the accuracy or reliability of external content presented. VRIC is not liable for errors, omissions, or outcomes resulting from participation in these sessions.

10. Contact & Support

For questions or to request an application form, please contact:

Email: info@vric.org