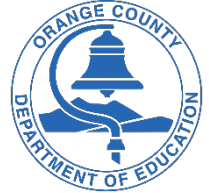




ORANGE COUNTY DEPARTMENT OF EDUCATION
EDUCATIONAL SERVICES DIVISION



ORANGE COUNTY FRIDAY NIGHT LIVE PARTNERSHIP

CO-BRANDING GUIDELINES

The purpose of this document is to identify requirements related to co-branding another program with Friday Night Live (FNL), Club Live, or FNL Kids. For example, a Leadership or PAL® Peer Assistance Leadership class, Tobacco-Use Prevention Education program or other health related club may want to take on the FNL/Club Live/FNL Kids program as part of their activities to strengthen their youth-led alcohol, tobacco, and other drug prevention efforts.

Requirements for co-branding:

- Adhere to the FNL Core Components and Standards of Practice
- Implement all programmatic requirements
- Utilize and promote the FNL name and logo with all activities related to the programmatic requirements
- Program website should include the following statement with embedded hyperlink to www.ocde.us/ocfnlp: [Organization's name] is a certified Friday Night Live program
- Program marketing materials (brochures, flyers, etc.) should include the following statement: [Organization's name] is a certified Friday Night Live program
- Ensure all youth, advisors, and administrators understand and support the partnership with FNL
- Chapters co-branded with Tobacco Use Prevention Education (TUPE) programs must expand their focus beyond tobacco to include alcohol and other drug prevention



Orange County Friday Night Live Partnership is administered by the Orange County Department of Education with funding from the OC Health Care Agency, Alcohol and Drug Education and Prevention Team.