

FTC & Sponsored Content Disclosure

Last Updated: August 28, 2026

Transparency is important to me, and I want you to know when a brand or company has provided compensation, products, services, or other consideration in connection with content I create.

EverydayAlonzo participates in sponsored campaigns, brand partnerships, product collaborations, and other compensated opportunities. This page explains how I disclose those relationships.

Sponsored Content & Brand Partnerships

From time to time, EverydayAlonzo may partner with brands, companies, retailers, tourism organizations, and other businesses to create content.

These partnerships may involve compensation or other forms of consideration, including:

- **Monetary payment**
- **Complimentary or gifted products**
- **Complimentary services**
- **Travel or accommodations**
- **Meals or experiences**
- **Discounts or other benefits**
- **Other forms of compensation or consideration**

When I have a material connection with a brand or company that could affect how a reasonable reader or viewer evaluates my recommendation or endorsement, I will disclose that relationship clearly.

How Sponsored Content Is Disclosed

Sponsored or compensated content may appear on:

- EverydayAlonzo.com
- Instagram
- Facebook
- TikTok
- Pinterest
- YouTube
- Email newsletters
- Other social media platforms or digital channels operated by
EverydayAlonzo

Depending on the platform and type of content, disclosures may include terms such as:

AD

ADVERTISEMENT

SPONSORED

PAID PARTNERSHIP WITH [BRAND]

SPONSORED CONTENT

or similar language that clearly communicates the nature of the relationship.

Disclosures may also appear verbally, in on-screen text, in captions, or near the beginning of a blog post, depending on the format of the content.

My Honest Opinions

Being compensated by a brand does not mean that I will represent a product or service as something I do not genuinely believe.

I strive to share honest opinions, experiences, and recommendations with my audience.

However, sponsored content is still advertising, and the fact that I personally use or enjoy a product does not mean that it will be right for everyone.

Your experience may differ from mine.

Gifted Products & Complimentary Services

Sometimes a brand may provide a product, service, meal, experience, or other item at no cost.

Receiving something for free can create a material connection even when I am not paid a monetary fee.

When applicable, I will disclose that I received the product, service, or experience complimentary.

A disclosure may say:

Gifted: This product was provided to me complimentary by [Brand]. All opinions are my own.

Affiliate Links

Sponsored content and affiliate relationships are not always the same thing.

Some EverydayAlonzo content may contain both sponsored content and affiliate links.

When affiliate links are used, I will disclose that relationship as appropriate.

For more information, please see my Affiliate Disclosure.

Brand-Provided Talking Points

Brands may provide information, product details, campaign requirements, or claims they would like included in sponsored content.

I may use approved brand information when creating sponsored content; however, I do not intend to represent that I personally experienced a result, used a product, or hold an opinion that I do not actually have.

Where appropriate, I may also distinguish between my personal experience and claims or information provided by a brand.

Reviews & Recommendations

A sponsored relationship does not guarantee a positive review.

I may choose to work with brands whose products, services, or values are a good fit for EverydayAlonzo and my audience.

My decision to feature a product or brand does not constitute a guarantee, endorsement of every aspect of the company, or representation that the product will produce a particular result for every person.

Changes to Sponsored Relationships

Brand partnerships and business relationships may change over time.

This disclosure will be updated when necessary to reflect how EverydayAlonzo operates.

Individual pieces of sponsored content may contain additional disclosures specific to that partnership.

FTC Compliance

EverydayAlonzo strives to comply with applicable Federal Trade Commission (“FTC”) requirements concerning endorsements, testimonials, advertising, and disclosure of material connections.

Disclosures are intended to be clear and understandable so that readers and viewers can recognize when a commercial relationship exists.

For additional information about FTC guidance concerning endorsements and social media influencers, visit the Federal Trade Commission website.

Questions

If you have questions about sponsored content, brand partnerships, or disclosures on EverydayAlonzo, please contact:

Christina Alonzo

EverydayAlonzo

blog.everydayalonzo@gmail.com

www.everydayalonzo.com

**Thank you for being here and for supporting the work that goes into
EverydayAlonzo. I believe transparency matters, and I want you to always know
when there is a business relationship behind the content you're seeing.**