

Brand Integrity Policy for Third-Party Sponsorships, Advertising and Endorsements

Policy Summary

This policy governs all revenue-generating sponsorship, advertising, and promotional practices of Susquehanna University. University schools, centers, departments, venues, and student groups who engage external entities for sponsorship or promotions must do so with coordination.

The policy sets forth the criteria and procedures for using Susquehanna University's name, nickname, marks and likenesses for sponsorships and other third-party agreements, especially review by the Marketing & Communications Office.

The affiliation of the brand with third-party products or services outside of contractual agreements reviewed and approved by the appropriate university authority referenced in this policy, are strictly prohibited.

Sponsorships or support should not be used in a way that suggests the university endorses a corporate entity or other non-Susquehanna organization. The appearance of endorsement of a third-party good or service should be carefully considered before entering an agreement to affiliate as a risk to the university's brand reputation.

Definitions/Glossary

Acknowledgement

Acknowledgment is a term used to signify the support of sponsorship. Typical sponsorship Acknowledgment may include logo placement and/or sponsor information in the materials associated with a university event or activity being supported by the sponsor and is usually associated with a monetized pre-contracted agreement.

Advertising

Advertising is any monetized pre-contracted advertisement, signage, label, packaging, imprint, logo, sales promotion activity or device, public relations material or events, merchandising or other activity or communication that has the obvious intent of promoting a non-university product, service, event, or organization.

Assets

The tangible items that are part of a quid pro quo exchange, programs, services, or activities owned by the university that provide a benefit to third parties. These include, but are not limited to name, marks, logos, signage, and websites, social media channels, materials related to activities supported by the third party, venues, media, events, programs, tickets, hospitality opportunities, and merchandise.

Benefit

Any item or service provided to a sponsor in return for the sponsorship of a university activity, event, or program. Examples may include, but are not limited to, acknowledgements, event tickets, food and beverage, merchandise, or access to university services (e.g., meeting rooms, job boards). Certain benefits may be considered *de minimis* benefits as described in IRS Code 123(a) (4) and not considered a benefit for sponsorship.

Co-Branding

Co-branding occurs when a product or service is marketed under two or more brand names. Often, co-branding can imply an endorsement. Therefore, when a university unit is interested in using a university trademark or logo (mark) and an outside entity trademark or logo (mark) in association with a university product or service, such use must be reviewed and pre-approved by the Marketing & Communications Office.

Endorsement

Any action that suggests or implies Susquehanna's public approval or support of other organizations, companies, products, services, political parties or views, or religious organizations or beliefs, by any of its units or employees speaking or acting as representatives of the university.

Gift

A voluntary transfer of money, services, or property from a donor without expectation of a direct economic benefit or provision of goods, services, technical or scientific report(s), or intellectual property from the recipient. Recognition of gifts can include signage, websites, programs and materials. This includes underwriting gift support regarding events, radio, and television.

In-Kind or Value In-Kind (VIK)

In-Kind is a product or service provided by a sponsor in lieu of cash to a campus, school, department, unit, or student organization as part of a sponsorship agreement.

Logo

A symbol, wordmark or other design adopted by the university to identify its products, uniform, vehicles, etc.

Partnership

An association of two or more entities as partners. Examples may include, but are not limited to, the university's partnerships with Geisinger, The Chesapeake Bay Conservancy, etc.

Promotion

The act of raising public awareness of an organization, company, product, service, political party or view, or religious organization or belief. Promotion refers to external communication with an individual or entity that is intended to be viewed by the general public.

Official Sponsor

An entity that is given exclusive rights to a university-wide sponsorship associated with the category of business in which the entity operates. Because use of the term "official" in connection with a sponsorship activity may be perceived as an endorsement which is prohibited, the university will permit use of the "official" designation only after special consideration by, and with approval of, the Sponsorship Advisory Committee.

Qualified Sponsorship

Sponsorship for which the support given to the university by the sponsor is not taxable income to the university under UBIT provisions, having met the IRS guidelines for qualified sponsorship payments. In general, this means that there is no arrangement or expectation that the sponsor will receive any substantial return benefit (e.g., advertising, endorsement) other than acknowledgement by the university.

Non-Qualified Sponsorship

Non-Qualified Sponsorship is a sponsorship where the financial, or other support, does not meet IRS guidelines for qualified sponsorship payments and would not be exempt from Unrelated Business Income Tax (UBIT).

Sponsored Project (Research Grants and Contracts)

A grant, contract, cooperative agreement, sub-grant, subcontract, consortium agreement, purchase order, or memorandum of understanding that formalizes the transfer of money or property from a Sponsor in exchange for specific activities (e.g. research and development, instruction, public services) and may require specific deliverables such as a detailed financial and/or technical reporting by the recipient.

Sponsorship

Relationship with an entity where that entity provides money, goods, or services to the university and in return, the entity receives acknowledgement of the sponsorship via signage, tickets, programs, other print materials, or online communications. Sponsorships do not involve messages endorsing or comparing products or messages that relate to the quality of products. Sponsorship differs from the corporate gift support generated by the Advancement Office, which is generally provided without expectation of tangible benefit or quid pro quo.

Testimonial

A formal, public statement concerning the attributes of an organization or the efficacy of the organization's products, goods, services, views, or beliefs.

Trademark Licensing

Trademark licensing is a contractual agreement that allows the use of university marks, images, songs, and words for approved applications in exchange for a royalty payment to the university.

This Policy Applies to:

- Board
- Campus Visitors
- Faculty
- Independent Contractors
- Other: Sponsors and Third Parties
- Staff
- Students
- Vendors

This policy applies to all departments/offices, facilities, programs and university-recognized student organizations (URSOs) of Susquehanna University. URSOs must also consult the Leadership & Engagement Office for guidance.

Reason(s) for the Policy

The university has established this policy to:

- a. Create added value for the institution and its community and ensure the university is realizing the maximum opportunity from every sponsorship and advertising agreement.
- b. Provide guidance to university units and programs; help prevent conflict-of-interest issues; and ensure compliance with related university policies.
- c. Protect the university from misrepresentation of its name and harm to its reputation; and safeguard the integrity of the Susquehanna University name and brand, thereby preserving its reputation, academic prestige and historical contributions. This includes protection of students by vetting companies that want to directly market to our university community; and ensuring sponsorship partners align with the university and its values.
- d. Ensure proper coordination with the Advancement Office, Marketing & Communications Office, President's Office, and other key offices depending on the criteria PRIOR TO finalizing agreements.

Policy

This policy applies to all current or future sponsorship and/or advertising agreements, inclusive of extensions and renewal of legacy agreements, throughout the university, regardless of the financial or other value. The policy does not pertain to gifts and allows for exclusions of certain sponsored projects.

A. Categories of Sponsors and Advertisers

Potential sponsors and advertisers will be evaluated on a range of criteria. Sponsorships and advertising must not impinge on the integrity, ethics and ethos of the university.

The university reserves the right to select or reject sponsors or advertisers. Certain categories of sponsorship and advertising are already excluded from consideration as listed in this section.

University-Wide Sponsorships

The University President may designate select sponsorship categories as exclusive university-wide categories, allowing for exclusive relationships across all areas of the university, including Athletics.

No school, department, academic or administrative unit, or student government or organization may enter into their own sponsorship agreement in a category that has been

declared a university-wide category. Individual university units may petition a waiver from the Advancement Office, with a final decision to be made by the University President.

Excluded Sponsorship and Advertising Categories

Susquehanna University will not enter into Sponsorship or Advertising agreements if the business or products sold are inconsistent with the university's mission, vision, strategic plan, and shared values.

Sponsors and advertisers promoting age-restricted goods must align with the event content and maturity of the target audience. For example, alcohol cannot be advertised unless a significant portion of the audience is of a legal age.

Excluded Sponsorship and advertising categories include, but are not limited to:

- a. Illegal goods or services
- b. Political messaging or causes
- c. Pro- or anti- organized labor or union messaging
- d. Tobacco, marijuana, and vaping brands
- e. Controlled substances
- f. Weapons manufacturers
- g. Adult entertainment industry
- h. Credit card company messages targeting or accessible to future and current students.
- i. Gambling or gaming, though indirect associations, for example, with luxury resorts can be considered, subject to additional review by the Vice President for Marketing & Communications.
- j. Entities that are noncompliant with NCAA Division III rules.
- k. Entities that have a documented history of discrimination. Sponsorship and advertising materials that ridicule, exploit, demean, or marginalize persons based on race, color, national origin, sex, religion, age, disability, gender, pregnancy, gender identity, gender expression, sexual orientation, predisposing genetic characteristics, marital status, familial status, veteran status, military status, domestic violence victim status, or criminal conviction status are prohibited.
- l. Competitors of the university, which may include competitors of contracted vendors such as the bookstore, dining and financial services, or other businesses that may conflict with services offered by Susquehanna University.
- m. Material that could be considered defamatory, obscene, profane, vulgar, or otherwise socially unacceptable or offensive to the general public or may cause harm to students' health, safety, and welfare.

Funding Requests to Sponsors

University units and organizations may enter sponsorships for singular activities or events and be bound by this policy, if the sponsorship is not a designated university-wide or excluded category. University units and organizations should work with the Advancement Office to ensure multiple funding requests to the same prospect are properly prioritized.

Athletics may develop sponsorships for their assets and programs in non-university-wide designated, non-excluded categories and apply their policies and guidelines.

Sponsorship Agent Services

Prior to entering into a Sponsorship Agent Services Agreement (third-party agency working on behalf of the university), approval must be obtained from the Sponsorship Advisory Committee. Sponsorship Agent Services Agreements must go through the established procurement process.

Dissolution of Sponsorships

The University President retains the right to dissolve sponsorship relationships if a sponsor does not meet university standards.

B. Sponsorship Advisory Committee

The Sponsorship Advisory Committee (the committee) is comprised of representatives from the Office of the President, Advancement, Finance, Marketing & Communications, Office of the Provost, Student Life, Athletics and other departments as needed.

The Advancement Office will engage this committee on an ad hoc basis to approve sponsorship agreements that fall into the following categories:

- Sponsorship creates revenue over \$50,000
- The designation of “official sponsor” is being considered
- Sponsorships with unique circumstances where additional advisement is needed such as:
 - University-wide sponsorships
 - Sponsorship requests with assets extending over multiple units
 - Multi-year sponsorship agreements
- Non-qualified sponsorships, if such sponsorship is desired

The committee can also be convened to review this policy, the excluded sponsorship and advertising categories and other related procedures.

Distribution of Funds

The committee will determine where revenues are deposited and how they are distributed if the sponsorship commits university-wide assets. Otherwise, in most cases, funds received from sponsors and advertisers will be allocated to the unit(s) that fulfill the benefits as defined in the sponsorship agreement.

C. Types of Sponsorships

Cash and In-Kind

Cash or in-kind goods and services are permissible as sponsorship payment to be provided to the university by a sponsor.

Event Sponsorship

University units or student governments and organizations seeking sponsorships for events held at campus facilities must follow the reservation guidelines for university events and other standards in this policy.

Purchases of Goods, Services and Promotional Materials for University Use

Sponsorships involving the purchase of goods and services must comply with purchasing policies and generally require a competitive Request for Proposal (RFP).

At times, a sponsorship may include a discounted purchase price on goods or services, which cannot include a requirement of a university endorsement.

All merchandise (including marketing items as promotional giveaways) bearing the Susquehanna name, marks, icons, photography, etc., requires advance, written permission from the Marketing & Communications Office. Furthermore, all goods purchased bearing university marks must be purchased from an approved Susquehanna University licensee.

Sales

Sales activity by sponsors on campus may be permitted under the following conditions:

- The property or facility is available and not being used for a university purpose or program and the proposed use and/or activity has been reviewed by the appropriate university departments or committees.
- Appropriate contract agreements have been developed between the university and the sponsor, which may include a lease agreement or license as necessary.

- Should the duration of use and/or activity be long term (more than 30 days), a lease agreement may be required.

Signage

All signage and signage placement must be approved in advance by the Advancement Office, the Marketing & Communications Office, and Facilities and must be appropriate to the university environment. Where appropriate, approval by Athletics or other university school, department, organization, or unit may be required. No permanent sponsor signage may be placed on non-Athletics building exteriors, on streets in and around campus, or within residence halls.

D. Sponsor's Use of University Trademarks, Names, or Logos

In limited circumstances, a sponsor may be granted permission to use university trademarks ("marks"), names, or logos with the understanding that use must be consistent with university policies for usage of such assets. Sponsorship itself does not automatically grant the sponsor the right to use these university assets.

Before granting approval for any third party to use Susquehanna names, trademarks, service marks, logos, signage, social media channels, and websites in any promotions, Susquehanna Marketing & Communications Office reserves the right to examine a copy of the text, images and context of the project in advance to ensure that it contains no inaccurate or misleading references.

Any grant of the right to use Susquehanna's marks in or on any promotional materials in contravention of this policy, unless from the Susquehanna Marketing & Communications Office, shall be null and void.

The official Susquehanna seal cannot be used by any organization other than Susquehanna University.

Issuance of Press Releases

All third-party press releases that mention Susquehanna University must be reviewed and approved in advance by the Marketing & Communications Office. Additionally, press releases issued by third parties announcing gifts and grants must be reviewed and approved in advance by the Advancement Office.

Susquehanna logos are prohibited on external organization press releases.

Susquehanna University typically does not subscribe to the issuance of joint press releases. In the case of multiple-party media announcements, each organization should produce independent releases if needed, and are coordinated in terms of timing and media pitches.

Event Sponsorship by Susquehanna on Third-Party Materials

Academic units (e.g., school, department, center) can use their specific logos to identify sponsorship of nonprofit, academic, or professional events and programs.

For administrative units, the main Susquehanna logo may be appropriate and recommended for use, rather than a departmental logo.

If the event is sponsored by three or more Susquehanna units, the sole use of the main Susquehanna logo as artwork is recommended, with copy recognition of the individual units in plain text.

If the event/program is hosted by a municipality/county/state office, units are advised to consult with the Office of President for guidance.

E. University's Use of Sponsor Brand Names or Logos

For assets and facilities that Susquehanna controls, these are the standards to represent third parties.

A sponsorship arrangement with the university does not imply affiliation or endorsement.

Sponsorship acknowledgment is not permissible in university recruiting materials, course catalogs, and legal documents.

Third-Party Sponsors (Corporations, Foundations and Other Organizations) of Academic and Research Programs

Third-party names should not be included in the names of Susquehanna academic, research and other programs without initial review by the Advancement Office and advance, written permission from the Office of the President.

Third-Party Service Contractors

Corporate brands providing service to Susquehanna as a contracted vendor may be referred to in copy language; use of third-party logos is not permitted. Exceptions may be made if using identifying marks makes it considerably easier for Susquehanna audiences to identify and access services in a time-sensitive situation (pick-up and drop-off locations, temporary signage related to an event). Consultation with the university's Marketing & Communications Office is required in these circumstances. Additionally, decisions to designate logos as location-identifying marks must be made in consultation with Facilities Management.

When possible, use generic names of services or software rather than vendor names, e.g., content management system instead of X software, or bookstore rather than X company.

Marketing/Sales Promotion and Product Display on Campus

The marketing of products or services on Susquehanna's campus and/or the display of commercial products on Susquehanna's campus for promotional purposes is not permitted unless the activity:

- Relates to a contracted third-party business that leases space on campus (such as through our dining services or bookstore), or
- Advance, written permission is obtained from the Vice President for Finance in connection with a program sponsorship and only generates business-related income for the university. Note: Unrelated-business income, which is revenue generated by activities that are not related to Susquehanna's academic mission, may have tax implications for the university.

In either case, such marketing and/or display must also be consistent with all other policies governing commercial activity on campus. Consultation with the university's Marketing & Communications Office is required for the display of names.

Use of Logo and Marks

In general, it is preferred that the Susquehanna University logo stand alone. The logo should never be placed directly adjacent to a co-sponsor logo; separate them by as much space as is possible or reasonable, possibly with a line, depending on the circumstances.

When in doubt about any of the above, it is advisable to consult with the Marketing & Communications Office.

External, Non-Susquehanna Brands on Susquehanna Communications or Materials

When external companies or donors sponsor an event or program, the preferred method of acknowledgement is in a list. Displaying non-Susquehanna logos is less preferable.

Non-Susquehanna third-party or corporate logos and names may not be included on any Susquehanna printed material or digital platforms (including but not limited to website, digital signage, social media) except for the following:

- **Event-Related, Program-Related Sponsorship.** Sponsor's names and logos may be included in event and program materials as part of an agreement for donation of services or products or for financial or research support so long as they are included in a section that is clearly identified as event or program sponsors, and the

sponsor section is less prominently featured (usually toward the bottom) than the other event or program information.

- Terms such as “partner” or “partnership” should not be used as these imply a legal relationship.
 - The third-party logos must be preceded by a statement such as: “The following companies support this program,” “sponsored by,” “supported by,” or “special thanks to”
 - For websites, the non-Susquehanna logo(s) should also be followed by this statement verbatim: "The listing of corporate logos on this site does not constitute an endorsement by Susquehanna University." For accessibility purposes, the logos must be followed by the name of the supporting organization in text or be labeled appropriately in alt text. Corporate logos should not exceed 160 pixels x 125 pixels and may not be larger than an official university logo on the same web page. Also, the logos/names must not be hyperlinked to a site that directly promotes products or services for sale. Susquehanna reserves the right to remove hyperlinks after the sponsorship term is complete.
 - Because of accessibility on social media, sponsor names should be listed in text rather than use of logos. The sponsor can be tagged.
 - Corporate logos may not be included on promotional items (e.g., apparel, gear, or premiums, such as T-shirts, caps, pens, and other giveaways), which also contain Susquehanna logos or icons. In such cases, acknowledge the sponsor by name only in the same font as other surrounding text on promotional items.
- **Funding Agency, Academic Consortium, Philanthropic Gift Recognition.** Susquehanna program/project websites may include external grant funding agencies and academic consortia marks if required in funding agreements. The proportional size of marks must be no greater than 3:5 ratio of the Susquehanna logo. Recommended placement is to place the funders’ names and logos on research project web pages that are designated to identifying/honoring funding sources.
 - **Accrediting Organizations.** Academic and administrative units may display marks from accrediting organizations in a ratio of 3:5 ratio of the Susquehanna logo.

No Expression of Sponsors or Third-Party Views

The display or promotion the views of sponsors relative to political issues or other matters of public importance or interest is prohibited on campus.

F. Endorsements of Commercial Products or Services

Susquehanna University does not endorse products or services of external entities. Endorsements can lead to misunderstandings and to misuse of Susquehanna's name or reputation.

Except with prior written approval by the Vice President for Marketing & Communications, a faculty or staff member shall not participate in any commercial testimonial, endorsement, promotion or similar activity in any form of media — including, but not limited to print, radio, TV, and social media — in a manner that either directly or indirectly: (1) indicates or suggests such employee is doing so on behalf of Susquehanna; or (2) uses Susquehanna assets.

Before granting approval for any third party to utilize Susquehanna assets in any testimonials, endorsements, or promotions, Susquehanna Marketing & Communications reserves the right to examine a copy of the text, images, and context of the project in advance to ensure it contains no inaccurate or misleading information. Susquehanna may, at its sole discretion, deny approval or prevent an employee's participation in cases where the project does not benefit Susquehanna.

Forward requests to participate in testimonials, endorsements, or promotions for review and prior approval to the Vice President for Marketing & Communications, who will make a determination in writing.

No Quid Pro Quo Endorsement

Endorsements, interviews, stories, or quotes, or any other promotional content, may not be given in exchange for a financial benefit to Susquehanna University or a Susquehanna employee, such as free or reduced cost services or products, monetary payments, or financial interests.

No Endorsement through Case Studies

Use of "case studies" describing the experience of a vendor with the university or one of its units are generally discouraged when intended for promotional purposes.

Listing as a Departmental Client (not University)

Promotional material that identifies some unit of the university as a customer or client but does not give an opinion concerning the quality of a product is permissible. In these cases, the name of a particular school or department (e.g., Susquehanna University's Records Office is one of ABC's clients) may be used.

In very limited cases the broader "Susquehanna" or "Susquehanna University" terms are permissible for university-wide products and services with prior approval by the Susquehanna Marketing & Communications Office.

Quoting of University Members

For promotional materials, a quote from an individual about a vendor, product, service or a specific commercial method is only permissible when done by an individual in their personal capacity as a statement of fact, not when done on behalf of a school, department or other unit of the university. In the case of an individual, the following requirements must be followed.

1. Can include name and title.
2. Information shared in quotes, interviews, etc., must be factual rather than opinion based. Susquehanna employees may describe what the product or service does, how it is used, and its attributes (e.g., accuracy, efficiency, speed).
3. Do not provide any recommendations or value judgments about the quality of the commercial product, service, or commercial entity, such as statements that the product is high quality, the best on the market, or other such qualitative pronouncements.
4. The statement must be reviewed by the Marketing & Communications Office.

This policy does not prohibit or limit employees' rights to free speech as citizens, nor does this policy prohibit or limit faculty members' academic freedom. Faculty and staff still can provide:

- Appropriate factual quotes (including their titles) in academically oriented, non-commercial, and non-promotional press releases and reports, which reference the use of a particular product or service used in the individual's research or scholarly work.
- Appropriate quotes (including their titles) when expressing gratitude for sponsor support of Susquehanna and its programs.
- Quotes or endorsements about their non-Susquehanna activities so long as the individual's connection to Susquehanna is not included, reference to Susquehanna is not made, and the activity is unrelated to the individual's university responsibilities, activities or connection.
- If a faculty or staff member renders an individual opinion or personal endorsement about a vendor, product or service in an individual capacity and are identified as connected with Susquehanna, a disclaimer statement (see below) must be included to the effect that the views represented are not official ones of the university or any of its units and such opinion is only permissible if no personal gain is realized from the endorsement. If part of a photograph or video, Susquehanna assets or images cannot be included in any manner.

Standard Disclaimer Statement

Evaluations of products or services must include the endorsing party's identity in a disclaimer like this:

“The [messages or advertisements] following this disclaimer about [the mentioned products or services] are not sponsored or endorsed by Susquehanna University and its employees. [The party issuing these messages or advertisements] is solely responsible for the statements and representations made in them.”

G. Prohibition of Susquehanna Brand for Sale of Goods or Services

Susquehanna’s logos, seal and marks are prohibited in connection with promotional material, printed or electronic, that promote the sale of goods or services.

Photographs of identifiable Susquehanna landmarks, buildings, etc. or use of a Susquehanna icon or insignia (e.g., mascot or logo) that imply an endorsement of a product or service are not permitted (for example, an advertisement for a new car parked in front of the entrance gate or Benny at a dealership).

This policy does not prevent faculty, staff and students to use photographs of themselves taken on campus as part of their biographical materials related to their role at Susquehanna for non-commercial purposes.

With few exceptions, the university will not utilize its email system, websites or institutional social media sites to promote sponsors or the sale of goods and services that are not directly tied to its trademark licensing.

Entities Renting Space on Campus

Conferences, seminars and other programs by non-Susquehanna entities that are utilizing Susquehanna facilities may include the Susquehanna name in their brochure or website as part of the address but may not use the Susquehanna logo and cannot position the Susquehanna name above or larger than the entity’s name.

The promotional materials may include a photograph of the specific building in which the activities will occur (such as an event venue or athletic facility), but not the university entrance, aerial photographs (unless as a map) or other images that could be misrepresent the university as the organizer.

Contracted Design Collaborations

With review and approval from the Vice President for Marketing & Communications, contracted architects, designers and other vendors may include pictures of their work at Susquehanna in a portfolio that contains other examples of their work or a case study.

H. IRS Rules

Sponsorship and Advertising payments may be subject to Unrelated Business Income Tax (“UBIT”) under the Internal Revenue Code. The Finance Office needs to review the arrangement contemplated and to ascertain whether there are any tax implications.

Definition of Advertising vs. Corporate Sponsorships

The IRS states (Federal Register Vol. 67, No. 80) “advertising includes messages containing qualitative or comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use any company, service, facility, or product. A single message that contains both advertising and an acknowledgment is advertising.”

CASE Guidelines state “most corporate sponsorship dollars are fully countable; the determining factor is whether the recognition the corporation receives constitutes advertising. Simple name or logo placement is not advertising.”

I. Susquehanna Contributions to Other Groups or Non-Profits

All agreements to contribute to external groups should be reviewed and approved by the Office of the President in advance.

There are federal laws and Internal Revenue Service rules regarding donations made by nonprofits to political causes and other nonprofits. Susquehanna must be careful to comply with restrictions on contributions and lobbying activities as it receives federal and state funding in the form of grants and student loans.

In addition, the NCAA imposes restrictions on certain contributions. Any contribution made to a non-profit or external group — including school teams or booster groups — shall comply with all NCAA rules and regulations.

Related Policies

- *CAMPUS EVENTS AND ADVERTISING Event-Related Policies* regarding third-party sponsored, student-run events and display of commercial advertising

Exclusions and Special Situations

The University President may recommend exceptions to any of this brand policy, subject to and after consultation with the Senior Leadership Team when appropriate.

Policy Contact(s)

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Policy History

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Appendices

Appendix A

University-wide Sponsors

No school, department, academic or administrative unit, or student government or organization may enter into their own sponsorship agreement in a category that has been declared a university-wide category. Individual university units may petition a waiver from the Advancement Office, with a recommendation by the Vice President for Finance and a final decision to be made by the University President.

The University President may designate select sponsorship categories as exclusive university-wide categories, allowing for exclusive relationships across all areas of the university, including Athletics.

This list of sponsors is maintained by the Vice President for Finance.

University-wide Sponsor Categories

Beverages – Coca-Cola
Food Service – Aramark
Textbook Sales – Follett's