

# **Northern Illinois University**

## **Commercial Advertising/Sponsorships Policies**

The use of commercial advertising on the campus of Northern Illinois University, the sponsorship or co-sponsorship by commercial organizations of campus events, programs, agencies or recognized organizations and the use of off-campus commercial advertising or co-sponsorship or sponsorship of off-campus events or programs when a campus agency or recognized organization is the beneficiary and/or co-sponsor shall be subject to the following rules and regulations:

- The University has final authority in all matters pertaining to commercial advertising, sponsorship or co-sponsorship and the use of the University's name, seal, logo or official symbols.
- Approval of commercial advertising or commercial sponsorship or co-sponsorship of events, programs, agencies or recognized organizations does not imply an endorsement by the University of commercial products or services.
- Applicable federal, state and local statutes and regulations as well as University rules and regulations shall be observed at all times. No advertising or commercial sponsorship or co-sponsorship shall be acceptable which in itself is illegal or which encourages members of the University community to engage in an illegal activity.
- Rules and regulations established by professional organizations, governing boards, regulatory bodies and accrediting agencies to which the University itself or individual campus agencies or recognized organizations subscribe shall be observed at all times.
- Commercial advertising or commercial sponsorship or co-sponsorship shall not be acceptable if the standards of good taste that exist within the University are not observed at all times.
- University policy and procedure shall be followed in considering contractual agreements in the name of the University.
- Commercial products shall not be sold or given away at University events or function except in accordance with University policy.
- Commercial products which are illegal for segments of the University community shall not be offered as prizes, bonuses, or promotional gifts.
- The relative size of print advertisement or logo of a commercial sponsor shall be one-third or less in size of the event, program, campus agency or recognized organization also being advertised. In addition, where feasible and appropriate such commercial advertising or logo shall be positioned in the lower one-third of the advertisement.
- In the broadcast media, the amount of time allocated to commercial sponsorship should not exceed that generally accepted in media practice.
- The President or the President's designee shall be responsible for the implementation and interpretation of these rules and regulations.

- Alcohol beverage marketing programs specifically targeted for students and/or held on campus should conform to the code of student conduct of the institution and should avoid demeaning sexual or discriminatory portrayal of individuals.
- Promotion of beverage alcohol should not encourage any form of alcohol abuse nor should it place emphasis on quantity and frequency of use.
- Beverage alcohol (such as kegs or cases of beer) should not be provided as free awards to individual students or campus organizations.
- No uncontrolled sampling as part of campus marketing programs should be permitted and no sampling or other promotional activities, should include “drinking contests.”
- Where controlled sampling is allowed by law and institutional policy, it should be limited as to time and quantity. Principles of good hosting should be observed including availability of alternative beverages, food and planned programs. The consumption of beer, wine or distilled spirits should not be the sole purpose of any promotional activity.
- Promotional activities should not be associated with otherwise existing campus events or programs without the prior knowledge and consent of appropriate institutional officials.
- Display or availability of promotional materials should be determined in consultation with appropriate institutional officials.
- Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of the products represented.
- Beverage alcohol marketers should support campus alcohol education programs that encourage informed and responsible decisions about the use or non-use of beer, wine or distilled spirits.
- If permitted, beverage alcohol advertising on campus or in institutional media, including that which promotes events as well as product advertising, should not portray drinking as a solution to personal or academic problems of students or as necessary to social, sexual or academic success.
- Advertising and other promotional campus activities should not associate beverage alcohol consumption with the performance of tasks that require skilled reactions such as the operation of motor vehicles or machinery.
- Local off-campus promotional activities, primarily directed to students, should be developed in consultation with appropriate institutional officials.