



Advertising and Sponsorship Policy

Approved by Cabinet 10/6/08

I. Advertising Policy

The university recognizes the appropriateness of advancing its mission through the use of advertising. This policy addresses advertising by the university through the use of external media (e.g., newspapers, television, radio, Web sites, magazines, billboards, kiosks, poster placements, brochure distributions).

A. Advertising Defined

For purposes of this policy, there are three types of university advertising: institutional advertising, campus unit advertising, and other advertising:

1. **Institutional advertising:** Institutional advertising is designed to enhance the overall image of DSU among key audiences and reinforce the mission and values the university is committed to fulfilling. Image advertising of this type typically focuses on the university as a whole and appears in media that target specific audiences. All institutional advertising must be submitted to the Office of University Relations for review and approval.
2. **Campus unit advertising:** Campus unit advertising is designed to promote particular events, activities or programs offered by a specific academic, administrative or student department, group or unit. Examples include advertising for the Office of Extended Learning, the Office of Enrollment Services, and the Strom Center for Entrepreneurship & Innovation; concerts; theatre productions; athletic events; academic programs; specific class offerings; and special events. All campus unit advertising must be submitted to the Office of University Relations for review and approval.
3. **Other advertising:** Other advertising includes all advertising that is not institutional or departmental in nature. Examples include employment opportunity announcements, competitive bid opportunity announcements, phone directory advertising, and general posting of university phone numbers and other contact information. All such advertising must be submitted to the Office of University Relations for review and approval.

The identification of Dickinson State University in institutional, campus unit and other advertising must conform to the DSU Brand and Graphics Standards (located at: www.dsu.nodak.edu/u_relations.asp).

II. Sponsorship Policy

The university recognizes the appropriateness of deriving support for its activities through sponsorships. This policy defines sponsorships as they relate to the university and describes certain limitations and procedures that apply to the solicitation of sponsorships.

A. Sponsorships Defined

Sponsorships are defined as support provided for university activities for which reciprocal benefits are available to the sponsor. Reciprocal benefits may range from general acknowledgements to the posting and/or display of the sponsors' goods and services.

The university defines all arrangements that include opportunities for the promotion of goods and services as sponsorships, including support that is commonly referred to as advertisement revenue. Sponsorships may be solicited and received by any officially recognized unit of the university and for the purpose of this policy are not considered donations or charitable contributions. Donations or charitable contributions may be accepted provided there are no expected reciprocal benefits except for charitable tax receipts.

B. Limitations for Sponsorships

Inasmuch as the university controls various venues suitable for the acknowledgement of sponsorship activity, it has an obligation to protect its good name and reputation, ensuring the integrity of its sponsorship venues and limiting its liability as a consequence of accepting sponsorships. Therefore, the university reserves the right to determine who may be a sponsor.

1. The promotion of a sponsor's goods or services should not be incompatible with the university's mission.
2. Sponsorship may not infringe upon trademarks or copyrights or otherwise violate local, state, national, or international law.
3. Sponsorship must comply with all applicable laws prohibiting discrimination in hiring or employment.
4. Sponsorship must, to the extent permitted by law, restrict advertising that is false, misleading or that promotes illegal activities.
5. Sponsorship may not promote alcoholic beverages, tobacco products, or political affiliation, including brand names, logos or mascots.
6. Sponsorship announcements may be solicited and placed in programs, publications, newsletters, banners and other printed materials when the purpose is to defray the cost of producing the material and/or supporting the related program (e.g., theatre, music, athletic programs).
7. Sponsorship announcements may be solicited and placed on the university Web site when considered appropriate in association with special events, student organizations,

campus broadcast and print media operations, and Blue Hawk Athletics operations. All such sponsorship solicitations must be coordinated through the Office of University Relations.

8. Sponsorships are considered inappropriate on recruitment materials, communications with students related to academic programming, course catalogs and schedules, campus landscape amenities, within or on campus academic and general administrative or service buildings, and through the campus mail and E-mail systems.
9. The university's acceptance of sponsorships shall in no way imply a direct affiliation between the university and its sponsors, and shall in no way include any perceived endorsement of the sponsors by the university or any of its agents. Use of the university's identity—its names and symbols—in association with a sponsor's identity must be in compliance with the university's Brand and Graphics Standards and trademark licensing procedures.
10. The university and its units may enter into contractual relationships that include exclusive sponsorship arrangements (e.g., campus soft drink vendor, credit cards). All such exclusive sponsorship arrangements must be approved by the President. The Business Affairs Office shall provide periodic communication to the campus identifying such exclusive arrangements. The term "official" may be used in association with such exclusive arrangements; however, the extent of the exclusive arrangement should be included in the description (e.g., Barnes and Noble College Bookstore at Dickinson State University—"DSU's Official On-Campus Bookstore").
11. Sponsorship arrangements may not violate other DSU or North Dakota University System policies or procedures.

C. Sponsorship Income/Payments

Income received from sponsors for announcements or advertisements, where permitted, should be used to defray the costs of the item/program in which the announcement or advertisement appears or for the activities of the department or organization concerned.

The amount of payment along with a payment schedule shall be determined in advance and agreed to in writing.

The university reserves the exclusive right to accept, reject and/or discontinue any sponsorship and shall not be held liable for any associated claims in excess of funds already received in support of the sponsorship and/or the fair market value of goods received and expended in support of the sponsorship when no opportunity for reciprocal benefits materialized.