

UNIVERSITY CENTRE POLICIES

UC-5 | ADVERTISING, SALES & SOLICITATIONS | EFFECTIVE: FEBRUARY 1, 2019

Authorization: University Centre Board

Date: December 4, 2018

GENERAL: The University Centre Board acknowledges the importance of providing University of Guelph groups and organizations with space to advertise, promote, distribute information, solicit, sell and/or fundraise for University of Guelph activities within University Centre space. In addition, the Board recognizes the value to the university community in permitting the opportunity for affiliated organizations and external businesses to advertise, promote, distribute information, and sell goods and services within the University Centre, subject to the adherence to established University Centre and University of Guelph policy guidelines.

PURPOSE: The purpose of this policy is to ensure that adequate space and resources are made available to all University of Guelph groups and organizations accredited and authorized by the University Centre Board to advertise, promote, distribute information, solicit, sell and/or fundraise for University of Guelph activities within University Centre space and acknowledge the acceptance of affiliated organizations and external businesses to advertise, promote, distribute information, and sell goods and services within established policy guidelines.

SCOPE: All internal groups and organizations, affiliated organizations, and external businesses wishing to advertise, promote, distribute information, sell and/or fundraise within University Centre space must have approval under this policy.

DEFINITION:

- *"Solicitation"* used within the text of this policy refers to any act of appeal, request, entreaty, attempt to influence or gain support, financially or otherwise.
- *"Solicitation Review Committee"* refers to a committee established under University of Guelph Policy GE 20.0: On Campus Advertising, Promotion, Sales & Solicitations". Its membership includes a representative of the University of Guelph Central Student Association, the University Centre, Hospitality Services, Office of Student Affairs, and Conference Services. The University of Guelph Solicitation Review Committee is advisory to the Director, University Centre.

POLICY: 1.0 ADVERTISING AND PROMOTION OF EVENTS

1.1 Accredited Groups: Where an event is sponsored by a University of Guelph accredited group, authorized by the University Centre board, and any financial gain will benefit the University Community, advertising and promotion will be allowed

1.2 Non-Accredited Groups: Where an event is sponsored by a non-accredited group and is commercial in nature, advertising and promotion will not be allowed.

Where an event is not commercial in nature, advertising and promotion may be allowed at the discretion of the Director, University Centre or his/her designate.

1.3 Charitable Organizations: Where an event is sponsored by a bonafide charitable organization, advertising and promotion may be allowed at the discretion of the Director, University Centre or his/her designate.

1.4 Other Post Secondary Institutions' Events: Where no conflict exists with events scheduled at the University of Guelph, advertising and promotion will be allowed.

2.0 ADVERTISING AND PROMOTION OF SERVICES

2.1 Accredited Groups: Where a service is offered by University of Guelph accredited group, authorized by the University Centre, and any financial gain will benefit the University Community, advertising and promotion will be allowed.

2.2 Non-Accredited Groups: Where a service is offered by a non-accredited group and is commercial in nature, advertising and promotion will be allowed only if the service is deemed essential to the University Community by the Director, University Centre or his/her designate.

Where a service is not commercial in nature, advertising and promotion may be allowed at the discretion of the Director, University Centre or his/her designate

2.3 Charitable Organizations: Where a service is offered by a bonafide charitable organization, advertising and promotion may be allowed at the discretion of the Director, University Centre or his/her designate.

3.0 ADVERTISING OF MATERIALS AND GOODS

3.1 Advertising of/for materials and goods will be allowed on the "Goods and Service" board through the Information/Reservation Desk only. Persons advertising must be members of the University Community. Groups must be University of Guelph accredited Organizations. Materials and goods must not be commercial in nature.

4.0 HANDOUTS

4.1 Handouts will be permitted within University Centre controlled space only upon written application and prior approval from the Director, University Centre, or his/her designate.

5.0 POSTERING

5.1 Posters are not to be placed on walls, pillars or glass. Organizations, departments and individuals will be held responsible for damages which result from contravention of the above.

6.0 BANNER AND OVERSIZE POSTER ADVERTISING AND PROMOTION

6.1 Six spaces have been established in the Courtyard, University Centre for the placement of banners and oversize posters, and are available on a reserved basis, through the Reservation Office, at the discretion of the Director, University Centre or his/her designate.

7.0 SPECIAL NOTICE BOARDS

7.1 Special notice boards may be placed within University Centre controlled space to advertise the promote events and/or services. The placement of special notice boards requires the prior approval of the Director, University Centre or his/her designate.

8.0 AUDIO ADVERTISING AND PROMOTION

8.1 Audio advertising and promotion of events and/or services may take place within University Centre controlled space. Such advertising and promotion requires the prior approval of the Director, University Centre or his/her designate. These activities may be subject to time and/or audio level restrictions.

9.0 RESPONSIBILITY FOR ADVERTISING AND PROMOTION

9.1 The Director, University Centre is responsible for advertising and promotion within University Centre controlled space. He/she has specific responsibility for the following:

9.1.1 Managing the day-to-day activities in the Courtyard, including conflict resolution.

9.1.2 Designating areas suitable for advertising and promotion

9.1.3 Clearing areas not designated for advertising and promotion.

9.1.4 An exception to the above will be that the Central Student Association is allowed to utilize the open wall and window space facing into the Courtyard along

the east and south common walls of the second floor of the University Centre as they deem necessary.

10.0 SALES AND SOLICITATIONS

10.1 Only sales and solicitations sponsored by University of Guelph accredited groups and organizations authorized by the University Centre Board will be allowed within University Centre controlled space.

10.2 Sales and solicitations will be allowed with prior approval from the Director, University Centre or his/her designate.

10.3 Sales and solicitations will not be allowed when in conflict with University Centre leases in effect.

10.4 the sale/solicitation must serve the Aims and Objectives of the sponsoring organization.

11.0 RENTAL CHARGES

11.1 Charges may be levied as per Policy UC-2, Item 3.

11.2 University of Guelph accredited groups who rent University Centre facilities to third parties will be charged rental, dependent upon information given on the Solicitation Form, as established in Schedule "A" of this Policy.

12.0 EMPLOYERS SOLICITATION

12.1 Solicitation by employers for recruitment purposes (with the exception of 12.2) will be allowed within the general areas of the University Centre controlled space, subject to approval of the Director or his/her designate.

12.2 Military recruitment of any nature will not be allowed including the Canadian Military, U.S. Military, CSIS and FBI

13.0 EVALUATION

13.1 The Manager, Building and Reservations is responsible for evaluating this policy whenever deemed necessary. Recommendations for revision of this policy are to be forwarded to the Management and Operations Committee by the Director, University Centre for review, recommendation to and approval by the University Centre Board.

5.0 REFERENCE: University of Guelph On-Campus Advertising Promotion, Sales & Solicitation Policy (GE 20.0 – 2013)

<https://www.uoguelph.ca/finance/sites/uoguelph.ca.finance/files/on%20campus%20advertising.pdf>