

## MARKETING AND ADVERTISEMENT POLICY

### Purpose

This policy outlines the circumstances and procedures by which businesses, agencies, organizations, and individuals will be permitted to advertise or market products and services on University of Mary property and at university-sponsored functions.

### Statement of Policy

The University of Mary reserves the right to monitor and regulate marketing and advertising activity on its property and at university-sponsored activities. This is based upon the following interests: a) the desire to have consistency between the University's Christian, Catholic, and Benedictine values and any marketing or advertising that is permitted; b) the desire to maintain the integrity of the campus environment that is highly valued due to the harmony that has been achieved between the natural beauty and the architecture, which has created a campus setting that positively influences the educational and spiritual purposes of our community; and c) the desire to maintain a positive relationship with friends and partners of the University as well as the larger civic community. Based upon these interests, the university has established the following policy.

The Vice President for Public Affairs will determine those entities eligible to have a presence on University of Mary property and at university-sponsored events for the purpose of marketing and advertising. This may include:

- Non-profit charitable, service, or religious organizations and those government agencies whose purposes and activities are consistent with the mission and values of the University
- Community businesses and other for-profit entities who are supportive of the University of Mary by their generosity and/or willingness to partner with the University and who offer goods and services consistent with the mission and values of the University

Entities so approved according to the criteria outlined above will be invited to consider the following options regarding marketing and/or advertising activity:

### Community Fairs

Each year, the University of Mary will host a community fair on the main campus to be organized and planned by the Office of Student Development in conjunction with orientation or the beginning of the school year. Each entity participating will be eligible to set up a display booth at the fair where products and services consistent with the mission and values of the University may be offered to members of the university community.

### Placing Posters, Flyers, or Other Printed Advertisement on University of Mary Property

Entities will be eligible to submit printed advertisements, posters, and/or flyers no larger than 12 by 18 inches. On the main campus, materials should be submitted to the Office of Student Development, and on branch campuses, the materials should be submitted to the administrative office. Display of materials will not exceed 60 days. Printed materials displayed on campus will be

restricted to those products and services consistent with the mission and values of the University. Entities other than the University itself will not be permitted to post their own materials.

The Butler Center and the Fargo Center are authorized to designate space for tables to be reserved by entities, and reservations for these tables must be made through the administrative office at those locations.

#### Prohibited Activities

Marketing and advertisement contacts via the University of Mary telephone system are prohibited.

No off-campus entity will be permitted access to mailrooms to stuff mailboxes of students or staff. Materials to be distributed in this manner must have prior approval from the Vice President for Public Affairs.

No advertising or transaction of business is permitted within a University of Mary residence hall. Door-to-door sales of any kind are prohibited in these facilities.

University of Mary property may not be used to display, advertise, or promote the sale of goods or services except in those locations designated by this policy. Advertisements placed in the windows or doors of residence halls and offices are prohibited.

Advertisement of tobacco products and products containing alcohol is prohibited on all university property and in any university publication.

Promotions targeting students to apply for credit and credit cards are prohibited. Promotions for other financial services that include instant cash cards and debit cards that include credit options must have prior approval from the Vice President for Public Affairs.

The placement of promotional materials of any kind on vehicles is prohibited on University of Mary property and at university-sponsored events. Offending parties are responsible for clean-up costs incurred by the university.

#### Approved

9 March 2021 by the President of the University

11 March 2021 by the Board of Trustees

18 March 2021 delivered to University Senate