

## Promotional Activities: Advertising, Sponsoring, and Soliciting



Allen Community College recognizes that its community and activities provide potential sources of revenue or benefits for advertising, soliciting, and sponsorships. The regulation of these promotional activities is necessary so that it does not interfere with the academic mission of the College and any income gained from these activities benefit the College.

Definitions:

Advertisement – An advertisement is a message created and disseminated for the sole purpose of promoting a business, product, service, or activity. Advertising may include posters, flyers, banners, and emails, as well as logos, text, or links on the Allen website.

Sponsorship – A person, business, or organization that gives a gift of money, product, or services to a specific Allen department, organization, or event.

Solicitation – A person, business, or organization making a request for funds, services, or support.

All promotional information must support college policy. Information that is discriminatory or uses inappropriate language or images will not be allowed. In addition materials and information cannot promote the use of alcohol, drugs, firearms/weapons, sexual misconduct, or harassment/hazing.

Students, employees, and recognized student organizations may post information on campus bulletin boards without prior approval for campus related services or events. Others must receive permission from the Dean for the Burlingame Campus or Dean for the Iola Campus to post information on bulletin boards. Posting in other locations must also be approved.

Promotional banners and posters in the gym or on the athletic fields must be approved by the Director of Athletics.

Only recognized student organizations, college departments, and the Allen Endowment Association may fundraise on campus or on the college website. Fundraising activities must be approved by the Dean for Academic Affairs Onsite or Athletic Director.

Advertising/soliciting via email distribution lists will not be allowed.

Recognized student organizations, college departments, and external groups may solicit in the fish pond or outside the Library on the Iola campus and in the student break area on the Burlingame campus on a designated date and time with the permission of the Dean for Academic Affairs Onsite.

Individuals or groups approved to solicit on campus must abide by the Use of College Facilities policy.

Solicitation is not allowed in Allen residence halls.

Placing notices on vehicles in campus parking lots is prohibited.

No solicitation of credit card applications will be allowed on Allen campuses.

Political campaigning or fundraising is not allowed on the Allen campuses or website.

Allen departments or recognized student organizations may use sponsors or receive grants to fund programs, events, or services.

Sponsorships must meet the IRS guidelines as a Qualified Sponsorship that is not subject to unrelated business income tax. To be considered a Qualified Sponsorship, these guidelines must be met:

- The sponsor does not receive a return benefit, other than an acknowledgement, that is valued at more than 2% of the amount received from the sponsor.
- Any gift of money must be made through the Allen County Community College Endowment Association.
- A Qualified Acknowledgement, which is a published statement or logo that is value-neutral (does not contain qualitative or comparative descriptions of the sponsor's product or services), should be made for the sponsor's support of the college.

Questions concerning the IRS guidelines for sponsorship should be directed to the Director of Endowment.

Allen Community College does not allow any form of promotion in print, electronic materials, or on the website that students are required to access as part of their studies. Some examples would be the application form, library website, or registration on myAllen.

Individuals must receive permission from the Dean for Academic Affairs Online to post promotional information on the learning management system.

Advertising space cannot be sold on the Allen website. At times, the College may contract with a vendor to provide services to students via the Allen website. Links to these external entities must be approved by the Director of Enrollment Management.

The college does not lend its name or logo to the advertisement and/or endorsement of businesses or organizations. The college does sponsor external events as part of the college's marketing plan.