

MARKETING, COMMUNICATIONS AND EVENTS

Marketing and Promotions Banners: Banners may be displayed in select locations on campus with prior approval from the Office of Campus Life. Groups or individuals who violate this policy may be subject to fines and/or disciplinary action.

Posting, Display, and Distribution of Materials Policy: Posting, display, and/or distribution of flyers, posters, notices, religious symbols and other materials is permitted within and on the doors of individual offices and student rooms, provided that they are agreed to by all of the occupants of the particular space and do not violate other College policies.

All other spaces on the campus are considered public, and posting, display or distribution of materials in such areas must be done in an authorized area (including bulletin boards and special display areas designated from time to time by the College) or have specific authorization from the appropriate administrative supervisor. Content of materials must not violate any College policies. Whenever posters or displays are permitted in public areas, their placement should allow room for the proportionate display of other symbols or materials promoting other traditions or points of view. Materials may not be affixed to painted walls, doors or windows.

Display of materials in the central academic quadrangle shall be permitted only in exceptional cases. Posters or other materials produced using College funds or resources must identify the sponsor.

It is expected that individuals, clubs and organizations will remove posted materials after the event. Clubs and organizations misusing posting space will lose the designated space. Violations of this policy may result in fines and/or disciplinary action.

The College reserves the authority to remove any materials that violate this or other College policies.

Chalking Policy: On occasion, student organizations or individual(s) may seek to promote public awareness on issues and concerns by “chalking” various areas of the campus grounds. Chalking may be done on walkways or roads (not steps or buildings) provided the following guidelines are followed.

1. The sponsoring group or individual must reserve the space to be chalking with the Office of Campus Life at least 24 hours in advance and by 4 p.m. Monday through Friday.
2. No permanent markers, spray paint or other non-washable materials may be used.
3. Organizations or individual(s) responsible for chalking must clean the area by the following Sunday. There will be a fine for groups or individuals who do not remove chalking(s).
4. Groups or individuals who chalk without reservations will be fined \$250 and the chalking will be removed.
5. Messages that constitute harassment in violation of college policy, or that violate the law, or any other college policy are not permitted.
6. Individuals or groups who violate this policy are subject to disciplinary action, in addition to any fines imposed.

The Dean of Students Office reserves the right to rescind the chalking policy at any time if abuses occur.

Use of Colby's Brand: The Colby name and various logotypes are federally registered service marks, and with the exception of specific student publications approved by the College and the Student Government Association, the College exercises editorial control in the matter of content, taste, and style of its own publications, advertisements, and other products. Protections, including the right to delete or remove unauthorized content, extends to the use of Colby College service marks on all other materials, commercial goods, clothing and apparel, posters, and other advertising produced by others.

Campus Events and Student Parties: The Office of Campus Events maintains the official College calendar of events and is responsible for scheduling and regulating most events on campus. Policies for specific venues may vary. Events with alcohol must be registered with the [Office of Campus Life](#) and are subject to that Office's specific regulations. **No alcohol is allowed on campus from the termination of summer programs through first day of classes.** There are limitations on events during the academic year so as not to interfere with students' education, including limits on events held during the week. **No events are allowed between the day following the last day of classes and the end of the final exam period.**

Guidelines for the service of alcohol on campus or at campus events are the responsibility of the particular facility or event director. Alcohol service is not permitted in academic buildings without the prior consent of the Dean of the Faculty.

Failure by individuals and/or organizations to comply with any event regulations may result in denial of future opportunities to hold events, as well as possible disciplinary action.

Tailgate Events: Tailgate events must be registered with the Associate Director of Athletics at least one week prior to home athletic events. Tailgating is only allowed in designated areas. Beer can be consumed in cans by students age 21 or over in the tailgate area; no kegs or common containers are allowed. No hard alcohol is allowed. Tailgate events may take place only within one hour of the start of the event and during half-time.