

# **PROMOTION AND MARKETING POLICIES**

## **Advertising Policies on the Boca Raton Campus**

**BEFORE YOU ADVERTISE** - Registered Student Organizations **MUST** register their program(s) with the Student Union in order to obtain stamp approval for any program advertisements, such as flyers, posters, signs and/or notices.

**Approval of Flyers, Signs, Posters, and Notices:** Once the event is Registered Student Organizations must obtain a stamp of approval on all advertising documents to be posted on campus. On the Boca Raton campus, stamp approval is in the Student Union, room UN 203. Some areas, such as Housing and Residential Life, require an additional stamp of approval from that department. To receive stamp approval, all flyers:

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- **MUST** include the name of the sponsoring student group or department.
  - **MUST** include the following statement: *If accommodation(s) for a disability is required, contact Person/Phone Number/TTY 1-800-955-8770, a minimum of five (5) working days in advance of the date of the event.*
  - **CANNOT** advertise alcohol in any way.

## **Placement of Flyers, Signs, Posters, Notices:**

- **Classrooms, Offices, and Corridors:** Flyers, signs, posters and notices may be attached to approved bulletin boards. They may NOT be attached to any painted surface, glass vending machine, building fixture or sign, or within/on any building exterior, except where provisions have been made. Each building on campus has their own areas for posting and should be consulted before posting is done.
- **Walkways and Campus Grounds:** Flyers, signs, posters and notices may be placed in the approved sign-holder frames, which are installed on the walkway columns. Flyers, signs, posters and notices may NOT be attached by any method to trees, shrubs, plantings or existing signs. The placement of stakes, posts or poles on the campus grounds for the purpose of erecting signs is prohibited. The sponsor of the special event may erect small directional signs, not more than 24 hours before the event.

**Housing Posting Policy:** Registered Student Organizations are the only non-housing affiliated groups permitted to post informational flyers in University Housing areas. The Director of University Housing and Residential Life is the contact for flyer approval in Housing. Please note that in order for a flyer to be approved, it must first be approved and stamped by UN 203. Leave one (1) copy of the flyer for approval in the box specifically for flyers at the office of Housing and Residential Life. It will be at Housing's discretion if many copies of the same flyer will be stamped. Additionally, there is a full business day turnaround on all flyers to be approved.

**Removal of Flyers, Signs, Posters and Notices:** All signs stamped by UN 203 must be removed by the sponsors within 24 hours after the event has taken place. Signs that are torn or disfigured should be removed or repaired. Signs for ongoing events must be removed after seven days from

the date of the event. Any and all signs over two weeks old will be taking down regardless of stamp.

**Violations:** Flyers, signs, posters and notices that are in violation of FAU regulations will be removed by the Ground Department and reported to the Student Union. Any student organization in violation of these regulations shall be held responsible for any damage to FAU property and may receive additional sanctions.

**Temporary Ground Signs and Banners:** May be placed only at the locations approved in the above policies. Any violations by student organizations in regards to banners and temporary ground signs will be reported to Student Government and the organizations will be held responsible for any damages and/or costs to FAU. Anyone with questions concerning the placement or erection of temporary ground signs or banners should contact the Office of Space Utilization at 561-297-0197. The Temporary Ground Sign/Banner Applications may be found at <http://www.fau.edu/facilities/osua/info/TempGroundSignApp.pdf>

**Registered Student Organizations agree to following requirements when they get flyers, signs, posters and notices stamped:**

1. All flyers must have the name of the sponsoring organization of the flyer with contact information.
2. Flyers will be approved on a case by case basis.
3. Alcohol cannot be advertised on any way on the flyer.
4. All flyers promoting an event must have the ADA statement on the flyer:  
*If you need a reasonable accommodation to fully participate in this event please contact [person] at [phone number and e-mail address] or TTY Relay Station 1-800-955-8770. Please make your needs known as soon as possible to allow sufficient time for effective accommodations, preferably by [insert day of week and date of 4 business days prior to the event].*
5. Flyers may only be put on approved locations. If there are questions regarding a location or placement of a flyer, etc. contact Space Utilization at (561) 297-0197.
6. Flyers that are not put on approved locations will be removed. If there is damage to walls, doors, and paints, etc. the student organizations will be billed for the repairs.
7. Student Organizations that do not abide by these regulations will be referred to the Dean of Students office.
8. All marketing must be approved by UN 203 for programs registered with the University