UNIVERSITY OF NEW ENGLAND
SPONSORSHIPS, ENDORSEMENTS, AND ADVERTISING PROCEDURES

Purpose

This policy provides guidance and clarity to University of New England (UNE) faculty, staff, and students, as well as external businesses and organizations, about appropriate protocols and activities related to University branding and fundraising.

The University of New England is a desirable partner for many organizations and entities, but some uses of the UNE name or trademark, and some sponsorships or affiliations, may not promote the goals, objectives, or mission of the University.

UNE and its community members have a responsibility to ensure that:

1. Any implied association with the University is accurate and beneficial;
2. Activities with which the University is associated are consistent with UNE's educational mission;
3. Conflicts or perceived conflicts of interest are avoided, and compliance with University policies are adhered to; and
4. The value of the UNE institutional reputation and mark is protected.

In accord with these responsibilities, this policy regulates the use of the University of New England/UNE name by colleges, departments, academic, or administrative units and student organizations within the University, as well as their use by individuals and institutions outside the University, as authorized. This applies to sponsorships, lectures, student events, programs, publications, or other activities by University or non-university entities. This policy is also mindful of UNE's status as a non-profit institution.

The use regulated by this policy refers to the identification, statement, or display of the University of New England name in any way that may reasonably be interpreted as implying endorsement, approval, or sponsorship by the University or one of its units. It also applies to advertising or sponsorship agreements entered into on behalf of the University.

University Seal Use

Use of the University of New England seal is restricted to the President's Office, official University documents such as transcripts, diplomas, academic certificates, and Commencement materials. There are limited exceptions as they relate to approved items, such as merchandise in the UNE bookstore. Departments seeking use of the University seal should contact the UNE Communications Office for consideration.

University Trademark Use

The official University of New England logo and UNE Nor'easters logo are marks consisting of customized rectangle, typography, and color. The exact arrangement and proportion must not be altered in any way, and unauthorized use of the mark and/or UNE sub-brands is not permitted. The UNE Communications Office oversees the protection and promotion of the UNE and UNE Nor'easters logo, name, and mark.

University of New England faculty, staff, and students may not use any UNE trademark or refer to his or her affiliation with the University in any manner that suggests or implies UNE support or endorsement of a point of view or personal or political opinion, business, activity, or program that is not official University business. If there is any potential for confusion, faculty, staff, or students must use a disclaimer that the statement or activity does not reflect the views of the University, nor is the University involved in the business, activity, or program. The official University of New England logo and UNE Nor'easters logo (but not the University of New England seal) may be used by faculty and staff in electronic presentations (e.g., Powerpoints) for research/scholarship or professional conferences.

The name or trademark may not be used in connection with any product, image, entity, person, name, or service that could negatively impact the University's reputation or jeopardize its non-profit status or National Collegiate Athletic Association (NCAA) Division III rules compliance; this includes but is not limited to cigarettes or other tobacco products, alcoholic beverages, firearms, gaming, or political organizations.

Individuals, groups, and organizations seeking to use the University name or mark in any written, electronic, or any form of communication that might be interpreted as a University endorsement must obtain prior approval. This includes but is not limited to event signage and programs, advertisements, and promotional items such as t-shirts.

Student approval is provided by the Office of Student Affairs (Dean of Students or VP); academic approval is provided by the Office of the Provost (Dean or VP); sponsorship or fundraising approval is provided by the Office of Institutional Advancement (VP). Any questions about proper usage of the UNE mark may be directed to the Communications Office, which can provide an answer or refer to the appropriate University unit, with final approval provided by the Vice President of Global Affairs and Communications.

University Fundraising Policy

The University of New England's fundraising activity is directed and overseen by the Office of Institutional Advancement, in partnership with the Office of the Provost (which oversees fundraising related to academic courses, programs, or Centers) and the Vice President for Student Affairs (which oversees fundraising related to student groups).

A coordinated fundraising effort reduces the number of multiple or overlapping solicitations of individuals and organizations and promotes successful University advancement outcomes.

The UNE Office of Institutional Advancement oversees the solicitation of funds, goods, or services from individuals or companies on behalf of the University, and any outreach should be coordinated with the IA office.

Processing and official receipting of gifts is managed by the UNE Office of Institutional Advancement, and public announcement of gifts is coordinated by the Office of Communications.

Fundraising by Student Organizations

Students who seek to raise funds for an event or activity must adhere to the guidelines in the UNE Student Handbook. If an activity meets the Handbook guidelines, students should fill out the Student Activities Fundraising Proposal or Request to Solicit Off-Campus Sponsorships or Gifts, available in the Student Life Office in Decary Hall on the Biddeford Campus or Proctor Hall on the Portland Campus. Students should review the form with their club/organization advisor prior to submitting the completed and signed form to Student Affairs. Student Affairs will review and determine if additional approvals are required by Institutional Advancement, Communications, or others based on this policy's guidelines before issuing a final approval.

Institutional Advancement approval is not required for student groups or organizations seeking premiums (food, gift certificates, etc.), small donations

(under $50) for activities or programs, or the selling of *Nor'easter News* ads. However, a list of businesses or other organizations that will be approached should be filed with the Office of Student Affairs, which is responsible for sharing the information among various student groups and organizations seeking community support. Compliance with University trademark use, as outlined in this policy, must be adhered to. If the donor requests acknowledgement of charitable support for tax purposes, the preparation of any letter or receipt should be coordinated with the division of Advancement Services within IA for proper language and record-keeping.

Commercial and Charitable Solicitations

The University reserves all rights to commercial activity, the sale of merchandise or services, or the solicitation of charitable contributions on its property, or on premises leased to or from others.

This is done in order to protect the interests of the University and all members of the UNE Community. This restriction applies equally to students of all UNE member colleges, to related student associations, and affiliate organization chapters at UNE.

1. Groups or individuals wishing to sell items or services on campus, in connection with UNE programs or to UNE constituencies, must obtain the approval of the Office of Student Affairs and may be required to obtain additional approvals as appropriate.

2. Groups or individuals wishing to solicit contributions or patronage benefiting recognized public charities must seek approval from the Office of Student Affairs and may be required to coordinate their activities with the Office of Institutional Advancement.

3. Groups wishing to solicit support in any form for the University of New England or its member colleges must seek the approval of the Office of Student Affairs Authorization from the Office of Institutional Advancement, which regulates all charitable solicitation for University benefit; it is also required for the solicitation of cash donations greater than $50 or sponsorships involving promotional benefits. However, prior approval is NOT required for solicitation of small premiums or gift certificates, etc.

4. Whether or not the result of solicitation, all members of the UNE Community or affiliated groups are required to report to the Office of Student Affairs and the Office of Institutional Advancement contributions

received from sources external to the University as outlined above, including gifts-in-kind.

5. Approval to solicit for commercial or charitable purposes notwithstanding, persons engaging in solicitation must respect fully the rights of other students; entrance to the residence of another student requires the student’s approval, and it is within the student's rights to require the solicitor's departure. This must occur promptly when requested.

6. Approval to solicit is conditional and may be revoked at any time by the Office of Student Affairs.

7. The rights of all members of the University community to decline any solicitation is hereby affirmed; moreover, their right to request proof of authorization for such activity and to report unauthorized solicitation is also affirmed.

Fundraising by Academic Units

All departments/divisions/units seeking funding for a special purpose (e.g. symposium, lecture or program) should consult with their reporting dean or appropriate vice president to determine if internal funding is available for the desired purpose.

The dean or vice president will:

Determine if the program is among the key priorities under his or her purview, *and:*

1. Fund the program from internal resources, *or*

2. Seek funding from the next level of authority, *or*

3. If funds are not available, advise IA that the project is a key priority and request assistance.

Institutional Advancement will:

1. Evaluate the project for fundraising potential and suitability.

2. Review potential donors for conflicts with other institutional priorities.

3. Determine what resources are required and available to engage in the fundraising activities (e.g., personnel and time, materials).

4. Consult and advise the dean or vice president.

5. If in agreement, review and approve the solicitation planned by the program or unit, and/or partner in the development and execution of the fundraising strategy.

Sponsorship and Promotional Benefits

Dasherboards/stadium signs/other advertising
The University will not accept or approve external advertising to promote any product, entity, image, person, name, or service that could negatively impact students, impact the University's reputation or jeopardize its non-profit status or NCAA Division III rules compliance; this includes but is not limited to tanning salons, cigarettes or other tobacco products, alcoholic beverages, firearms, gaming, or political organizations, or ad placement in summer camp, club, elementary or high school athletic brochures, programs, or similar publications (including booster clubs of those entities). All questions regarding potential NCAA rules implications should be directed to the UNE Department of Athletics Compliance Officer.

With few exceptions, corporate logos of approved sponsors or supporters of fundraising projects, or links to their websites, are prohibited on the UNE website. With few exceptions, the University will not utilize its email system or institutional social media sites (the official UNE Facebook and Twitter accounts) to promote sponsors or fundraising events. This will not preclude individual Facebook pages such as those created by MARC and Add Verb from promoting their own events.

Definition of Advertising vs. Corporate Sponsorships

The IRS states (Federal Register Vol. 67, No. 80) "advertising includes messages containing qualitative or comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use any company, service, facility, or product. A single message that contains both advertising and an acknowledgment is advertising." CASE Guidelines state "most corporate sponsorship dollars are fully countable; the determining factor is whether the recognition the corporation receives constitutes advertising. Simple name or logo placement is not advertising."

UNE Contributions to Other Groups or Non-Profits

There are federal laws and Internal Revenue Service rules regarding donations made by non-profits to political causes and other non-profits. Higher educational institutions in particular must be careful to comply with restrictions on contributions and lobbying activities if they receive any federal funding in the form of grants or student loans.

In addition, the NCAA imposes restrictions on certain contributions. Any contribution made to a non-profit or external group – including school teams or booster groups – shall comply with all NCAA rules and regulations. Any questions concerning potential NCAA rules implications should be directed to the Athletics Department NCAA Compliance Coordinator.

Political Candidate/Campaigns/PACs

Unless the University of New England's interests are directly affected by votes in elections such as bond issues or special referendums, the University cannot, in any way, endorse or make a contribution to a political candidate or campaign, or contribute to any Political Action Committee (PAC). Some lobbying activities may also be restricted and sometimes must be reported so should be coordinated with the Vice President for Government and Foundation Relations.

Other Groups or Non-Profits

With so many non-profits and charities that would like to affiliate with UNE, the university cannot be expected to support every worthy cause. As a non-profit entity itself, the university or any of its colleges or programs should not contribute to non-profits or other external organizations and causes unless there is a defined partnership or mission-supported benefit. This includes cash and in-kind support as well as endorsements or sponsorships of fundraisers for other charities or causes. The amount should be approved by the senior budget administrator of the unit making the contribution.

When approving contributions to other non-profits or charitable causes, there are certain considerations, such as:

1. A group or non-profit with which UNE is a co- or partial beneficiary of external support.

2. A group or non-profit that is clearly a partner with UNE on a project or program.

3. A continuous history of the University's involvement with a specific non-profit, which operates as a type of "Grandfather Clause," such as with a regularly scheduled annual event hosted by UNE.

4. There can be established a clear and quantifiable quid-pro-quo between UNE and the particular non-profit which equals the value of the contribution UNE is making. This exception should be applied with great care and must be supported by a strong justification.

Requests for USE of UNE Facilities

Requests for support might include the free use of UNE space or facilities for meetings or events.

1. Requests for UNE facilities to an outside group who is willing to pay full rent should be directed to the Director of Conference Services.

2. Requests for “donated” or “partially donated” space by an outside group must be directed to the Vice President for Campus Planning. Requests supported by an academic department rest with the Deans.

Approved, as amended, at the University Council on August 8, 2013.