



University of Colorado  
Colorado Springs

## UCCS CAMPUS POLICY

**Policy Title: Advertising, Sponsorships or Other Forms of Acknowledgment on UCCS Websites and Publications**

**Policy Number: 800-003**

**Policy Functional Area: COMMUNITY/MEDIA RELATIONS**

Effective: November 14, 2014  
Approved by: Pam Shockley-Zalabak, Chancellor  
Responsible Vice Chancellor: University Advancement  
Office of Primary Responsibility: University Advancement  
Policy Primary Contact: University Advancement, 719-255-3176  
Supersedes: N/A  
Last Reviewed/Updated: November 14, 2014  
Applies to: Students, Faculty, Staff

Reason for Policy: The purpose of this policy is to set forth guidance regarding non-UCCS party advertising, sponsorships or other forms of acknowledgements on UCCS websites and in UCCS publications and to maintain the nonpublic forum of UCCS websites and publications.

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### I. INTRODUCTION

Faculty, staff and students may not sell non-UCCS advertising or advertise non-UCCS goods or services on UCCS websites or in UCCS publications. Any exception for non-UCCS advertising must be approved as provided for in this policy.

Faculty, staff and students may acknowledge support and sponsorships by non-UCCS parties on UCCS websites and in UCCS publications. The acknowledgement must be consistent with the teaching, research, and public service mission of UCCS, must not advertise or endorse the non-UCCS party or business, and must comply with other standards in this policy.

This policy applies to all UCCS publications and:

- websites located on [www.uccs.edu](http://www.uccs.edu), the official website of the University of Colorado Colorado Springs
- faculty, staff, and student pages on servers connected to the UCCS network
- websites conducting UCCS business
- UCCS social networking sites and/or pages, and

- web pages located and/or hosted on servers within the uccs.edu domain (collectively “websites”).

## II. POLICY STATEMENT

- A. Authority for the creation of campus administrative policies is found in *The Laws of the Regents, 2007*, Article 3 Section B.5(A) which states:

The chancellor of each campus shall be the chief academic and administrative officer responsible to the president for the conduct of affairs of their respective campus in accordance with the policies of the Board of Regents. The chancellor shall have such other responsibilities as may be required by these *Laws*, or regent policy, or as may be delegated by the president.

B. Procedures:

1. Advertisements

To protect UCCS’ teaching, research and public service mission and to maintain the nonpublic forum of UCCS websites and publications, faculty, staff and students may not sell non-UCCS advertising or advertise non-UCCS goods or services on UCCS websites or in UCCS publications. However, faculty, staff and students may be authorized to sell advertising upon the following required approval:

- A. Websites: Any exceptions for advertising on UCCS websites must be approved by UCCS’s Vice Chancellor of University Advancement.
- B. Faculty or Staff Operated Publications: Any exceptions for advertising in UCCS publications operated by faculty and/or staff must be approved by UCCS’s Vice Chancellor of University Advancement.
- C. Student Operated Publications: Advertising may appear in student operated publications so long as those advertisements are not hosted on UCCS websites and are approved by UCCS’s Vice Chancellor of Student Success.

All approved advertising must be consistent with the teaching, research, and public service mission of UCCS and comply with this policy. All authorized advertising must be approved through an appropriately reviewed contractual agreement between UCCS and the third party.

The sale of advertising may be subject to taxation, notwithstanding UCCS’s tax exempt status. UCCS campus units shall be responsible for all tax payments and liabilities, including penalties in relation to unrelated business income tax, or other tax and assessments, arising from the sale of advertising. All advertising revenue and associated expenses must be reported to the Vice Chancellor for Administration and Finance.

2. Sponsorships and Acknowledgements

Faculty, staff and students may acknowledge support and sponsorships by non-UCCS parties on UCCS websites and in UCCS publications. The acknowledgement must be consistent with the

teaching, research, and public service mission of UCCS, must not advertise or endorse the non-UCCS party or business, and must meet the following standards.

Allowable forms of sponsorships and acknowledgements on UCCS websites and in UCCS publications **may** include:

- The name of the party or business
- Logos or slogans that do not include comparative or qualitative descriptions of the party's products, services, facilities, or companies
- The party's address, telephone number, web address, or link to the party's website (see conditions for the posting of third-party links below)
- The party's brand or trade names and product listings
- Value-neutral descriptions, including displays or visual depictions of the party's productline or services

**Conditions:** Sponsorship and acknowledgement postings that link to third-party websites are permitted subject to the following conditions:

- The site must be consistent with the mission of UCCS.
- The site must be informational only. The site may not include comparative or qualitative descriptions of a third-party's products, services, or facilities, or a call-to action.
- The site must open in a new window, making it clear that the user has left UCCS' website.
- The site may not contain UCCS logos or marks without the written consent of UCCS.

**Restrictions:** Sponsorships, acknowledgements, or links on UCCS websites **may not** include:

- False or misleading information
- An inducement to purchase, sell, or use a company, service, facility, or product
- Qualitative or comparative language
- Price information or other indications of savings or value
- A statement of endorsement by UCCS (prohibited by Regent Policy 14.b)
- Services, facilities, or products associated with the use of alcohol, tobacco, marijuana, gambling, adult entertainment venues, firearms, or activities illegal under state and/or federal law.
- Political endorsements

### C. **Exclusions:**

Existing advertising relationships created and maintained by University Advancement are excluded from this policy.

### III. KEY WORDS

- A. Acknowledgment
- B. Advertising
- C. Sponsorship

### IV. RELATED POLICIES, PROCEDURES, FORMS, GUIDELINES, AND OTHER RESOURCES

- A. Administrative Policy Statements (APS) and Other Policies
- B. Procedures
- C. Forms
- D. Guidelines
- E. Other Resources (i.e. training, secondary contact information)
- F. Frequently Asked Questions (FAQs)

### V. HISTORY

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| Initial policy approval | November 14, 2014 |
| Revised                 | N/A               |