



OP 91.110: CAMPUS ADVERTISING, SPONSORSHIP, AND SOLICITATION

PURPOSE

To provide rules and regulations pertaining to campus advertising, sponsorship, and solicitation in accordance with the By-Laws and Policies of the Board of Trustees of State Institutions of Higher Learning. Mississippi State University has made a commitment to control the time, place, and manner, and to prohibit where appropriate, advertising, sales, and solicitation activity which is not specifically authorized by the University.

POLICY

Under Section 709 of the By-Laws and Policies of the Board of Trustees of the State Institutions of Higher Learning, policies governing sales and solicitation are to be adopted. The Campus Advertising, Sponsorship, and Solicitation Policy shall apply to all campus personnel, faculty, staff, students, organizations, and visitors, and to all University facilities, including all buildings, land and open spaces and air above that space, streets, walkways, and parking facilities. The Policy shall apply to all non-university entities and/or commercial businesses which desire to engage in advertising, sponsorship, and/or solicitation on the campus of Mississippi State University.

Advertising and Sponsorship

In general, commercial businesses and all non-institutional entities are prohibited from advertising on the campus of Mississippi State University.

The University has determined that there are certain acceptable campus media in which advertising may appear. Such media shall include:

1. Advertising related to athletics events.
2. Promotional materials related to university auxiliary services units and their products.
3. Official publications of the University.
4. The student newspaper.

Distribution of non-university publications which contain commercial advertising are limited to those campus locations established for the distribution of newspapers and similar publications.

For the purposes of this policy, advertising is distinct from sponsorship. For the purposes of this policy, advertising shall be defined as the activity of attracting public attention to a program, event, product, or business. Sponsorship shall be defined as one that finances a project or an event carried out by another person or group. A sponsorship involves the acknowledgement only of the sponsor's identity. Advertising and sponsorship on the campus must be reviewed and approved by the appropriate University Vice President.

The University shall have the right to refuse or revoke any advertiser and/or advertisement content.

Guidelines for University Departments Which Receive Permission to Utilize Advertising

Departments which receive permission to utilize advertising must directly control, manage, and supervise the methodology employed to display advertising (i.e., publications, message boards, scoreboards).

Departments must adhere to the guidelines which outline the proper use of the university logo and trademarks. (OP 06.03 Policy on Trademark Licensing and University Visual Identity standards - available at www.msstate.edu/web/visualid)

Departments must work with the Office of the Controller to ensure proper recording of the activity surrounding the advertising for Unrelated Business Income Tax (UBIT) purposes (revenue, expenditures associated with the revenue, etc.). Departments selling advertising are responsible for the accurate and timely reporting of such information to the Office of the Controller. Failure to provide the proper documentation to the Office of the Controller may result in revocation of the authorization to utilize advertising.

On campus use of temporary signage must have formal university approval prior to placement and is only allowed in such cases that the signage provides directional information to planned campus events.

Individuals, departments, and external entities must obtain approval via formal request submitted to the Office of Event Services which will facilitate registration and a confirmation of approval back to the requestor.

Student organization requestors can request and receive approval to place temporary signage via Cowbell Connect.

Once registered through either Event Services or Cowbell Connect, all temporary signage must be removed within a 48-hour timeframe. Exceptions to this time frame requirement will be granted for new student orientation and housing move-in activities. Entities that do not remove their temporary signage within the indicated timeframe will be charged an established removal fee per individual sign.

Event Services Office has available for rental A-Frame sign holders that can be reserved and used for event promotion. A-Frames can be placed in designated locations through the reservation process with Event Services for a specified time. Departments and student organizations that do not return their reserved A-Frames will be charged for the cost of the A-Frame.

- (1) Temporary signage includes, but may not be limited to, any “yard” type sign, e.g., realtor, political, wire-frame supported signage.
- (2) The registration process will include anticipated time and date of placement and subsequent removal.

Solicitation

Solicitation shall include any undertaking of an individual or group which attempts to promote the sale or use of a particular product or service.

Requests for solicitation approval must be directed to the Event Services Office and the Dean of Students or to the Game Day Committee for athletic event- related game day activities, and must meet the following conditions:

1. Activities do not conflict with the educational purposes of the University.
2. No door-to-door solicitation is permitted in administrative buildings, academic buildings, residence halls, and fraternity or sorority houses.
3. No disruption of traffic, either vehicular or pedestrian, is allowed.
4. Funds derived from activities must be used for purposes consistent with the goals of the organization conducting the solicitation.
5. Campus mail may not be used for fund raising or solicitation, unless specifically authorized by the appropriate University Vice President.
6. Requests must be submitted at least forty-eight business hours in advance of the activity.
7. Policies governing solicitation in academic and non-academic areas (e.g. residence hall regulations) must be followed.
8. Activities held outside on campus grounds/premises must be restricted to a specified and acceptable area as designated by Event Services and the Dean of Students Office or the Game Day Committee for athletic event- related game day activities.
9. The following guidelines governing on-campus political activities must be followed:
 - a. General posting on campus or in campus buildings of handbills, cards, banners, or similar notices is limited to approved bulletin boards with approval by the appropriate office;
 - b. General handouts on campus grounds adjacent to buildings or in buildings are not permitted;
 - c. The use of mobile or stationary amplified sound systems for political purposes on campus grounds and streets is prohibited; and
 - d. Political activities including speakers must follow general university policies governing speakers, rallies, parades, or similar activities, as outlined in OP 91.304: Free Speech and Assembly Policy.

The University recognizes that there are activities associated with the performance of one's official duties as an employee of the institution which involve solicitation related activities (e.g. United Way). Nothing herein shall be construed as prohibiting activities which are inherent to the execution of one's duties and which are performed in an official capacity for the University.

REVIEW

The Vice President for Student Affairs is responsible for the review of this operating policy every four years or as needed.

REVIEWED BY

/s/ Regina Hyatt
Vice President for Student Affairs

03/07/2024
Date

/s/ Tracey N. Baham
Associate Vice President, Institutional Strategy & Effectiveness

03/08/2024
Date

/s/ Joan Lucas
General Counsel

03/13/2024
Date

APPROVED BY

/s/ Mark E. Keenum
President

04/22/2024
Date