On Campus Advertising Promotion, Sales and Solicitations

Effective Date: April 15, 2013

Signature/Position: Vice-President Finance and Administration

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SUBJECT

The University has, in the past, attempted to accommodate both on and off campus organizations, groups or On Campus Advertising Promotion, Sales and Solicitations.

GENERAL

The University has, in the past, attempted to accommodate both on and off campus organizations, groups or individuals who have made application to advertise their services, to promote their organizational benefits, to sell their product and/or wares, to solicit for charities, to increase membership, to gain topical support (e.g. United Way, the Campus Fund, etc.).

In view of the vulnerability of the University and its community to solicitation, guidelines have been formulated to prevent the University campus from becoming a marketplace to the detriment of the University as an educational institution. The University is committed to supplying various services through established organizational departments such as Hospitality and Retail Services, Purchasing & Mail Services, Finance and Administrative Services, University Centre Administration and leased commercial enterprises.

Therefore, a careful selection and approval of solicitation requests are necessary.

For election campaigning on campus by Municipal, Provincial or Governmental candidates, see Policy GE.10.0

SCOPE

All organizations, groups, individuals and University departments wishing to operate on campus for the purposes of advertising, promoting, selling or soliciting.

DEFINITION

"On Campus" used within the text of the Policy refers to all buildings and grounds on the Guelph Campus including student residences and other areas managed by the University.

POLICY

1. Advertising, Giveaways and Handouts, or Promotional Matter for Non- University Business Advertising Material

1.1. Distribution of Advertising

Distribution of advertising matter on campus other than through approved media or communication channels (i.e. at Guelph, Ontarion, Peak) is prohibited unless prior written approval is obtained from the Solicitations Committee or the appropriate designated organization such as Student Housing Services, University Centre Administration, and the Central Student Association.

1.2. Posters and Bulletins

All posters and bulletins placed on University property must be approved by the Solicitations Committee or the appropriate designated organization such as Student Housing Services, University Centre Administration, and Central Student Association, and displayed only on pre-authorized designated boards.

1.3 Electronic Communication

This form of advertising or soliciting would fall under the existing ‘Acceptable Use Policy and Guidelines’ (AUP) for the University of Guelph computing and networking facilities. The purpose of the AUP is to identify situations where unacceptable use of systems and networks affects the teaching, learning, research, services or administrative missions of the University of Guelph or compromises the security of the systems for data. It also outlines the process used to resolve any allegations of inappropriate activity. For more information please refer to https://ithelp.uoguelph.ca/policy/acceptable-use-policy [1]

1.4 Other Advertising

Approval for any other advertising not covered above must be obtained in writing from the Solicitations Committee in advance.

2. University Support of Community-Wide Campaign on Behalf of Charitable Institutions

2.1. The University supports the United Way as the funds raised in the campaign stay in the community. Generally, the University does not support other charitable organizations. However, from time to time, the President may, on behalf of the University, grant approval for a campaign. Approval has been granted for some on-going campaigns (e.g. poppies for Remembrance Day).

3. Soliciting on Campus By Organizations, Groups or Individuals Wishing to Exhibit, Sell or Raise Funds

3.1. Students, staff, department and faculty organizations may obtain permission to raise funds or sell their products or services by making written application to the Solicitations Committee.

3.2. Conference groups sponsored through Conference Services are subject to this policy. Approval of these groups will be administered by Conference Services. Solicitation activities in this area will be for members of the Conference delegates only.

3.3. All other sales of products or services must be approved by the Solicitations Committee in advance (see section 8.5 for submission deadline).

4. Request For Sale of Food

4.1. All food sales on campus are restricted by University Policy G.E.33.0. Where approval under G.E.33.0 is received the following approvals are also required:

Products will be identified as members of one of two distinct categories: Hazardous and Non-Hazardous.

1. Hazardous (e.g. dairy and meat products, etc.)
Request for sales of these products must obtain:

- Approval from the Wellington, Dufferin, Guelph Health Unit
- Approval from the Solicitations Committee

2. Non-Hazardous (baked goods, apples, etc.)
Approval must be obtained from the Solicitations Committee.

5. Solicitations Committee

5.1. The Solicitations Committee has an overlapping responsibility to the University Centre Administration and the University of Guelph by providing a point of contact for those who wish access to the University campus for the purpose of solicitation.

5.2. The Solicitations Committee, chaired by Conference Services, will include a representative/delegate from the following:

- University of Guelph Central Student Association
- University Centre Administration
- Hospitality and Retail Services
- Office of Student Affairs
- Conference Services

Other resource personnel will be requested as deemed appropriate.

5.3. Appointment to the Solicitations Committee will be made by the respective organizations noted in 5.2.

5.4. The Terms of Reference for the Solicitations Committee are:

1. To meet as necessary to review applications and approve or reject those applications.
2. To maintain a record of the decisions of the Committee.
3. To notify the applicants of the results, outlining the reasons for rejection, if appropriate.

5.5. Decisions made by the Solicitations Committee may be appealed to:

1. University Centre Issues - University Centre Board

2. All other issues - Vice President of Finance and Administration

6. Solicitation Requests in Student Housing Services

6.1. Student Housing Services and Interhall Council will continue to approve requests particular to Student Housing Services, in line with the regulations contained in this Policy.

7. Solicitations Without Permission

7.1. Infractions

Infractions of this policy, including the AUP, will result in penalties.

7.2. Penalties

Penalties will be assessed against individuals or groups who are found to be in violation of this policy. Penalties can range from suspension of privileges, to a fine, to confiscation of equipment and/or merchandise, to charges for trespassing.

8. Operating Procedures

8.1. Application - Any area that wishes to conduct a sale of any kind must complete a Sales and Solicitations application form through Conference Services, 4th Floor, University Centre. This application will receive approval if the group meets the following criteria and it applies to any space within the University Property:

8.2. Booking of Space - The booking of space for the purpose of this policy will be on a first come, first serve basis.

8.3. Operating Procedures for Third Party Sponsorship:

1. All "third party" sponsorship participants must have internal University community Sponsorship
2. A minimum of 15% of net sales (gross sales less GST & PST) paid by third party vendor, to sponsoring group
3. The Solicitation permit must be prominently displayed at the point of sale.

8.4. Definition of Sales:

1. Large Sales are defined as sales estimated at $1,000.00 or greater.
2. Third Party Vendors - Third Party Vendors wishing to sell products or services are defined as groups that are sponsored by internal groups but do not have affiliated status on campus themselves.
3. For the purpose of this policy, large consignment sales over $1,000.00/day will also be deemed as Third Party sales.
4. Sponsoring Groups - Groups, whether student, administrative or faculty based that have recognized Internal Accredited Status on the University of Guelph campus.

8.5. Deadline Submission

In order to guarantee the timely processing of all Sales and Solicitation Forms, forms must be received by Conference Services no less than 5 working days prior to the event. If less notice is given, the committee reserves the right to decline the application based on time limitations.

solicitations

Links
[1] https://ithelp.uoguelph.ca/policy/acceptable-use-policy