

## Guidelines for Approval of Commercial Activities

### Overview

Commercial activity on the campus is permitted under appropriate circumstances to support the activities of campus units.

The time, place, and manner of proposed commercial activity must be consistent with University properties use policy (Section 270-20). The activity must avoid disruption or interference with the ability of the University to carry out its responsibilities as an educational institution.

The campus reserves the right to deny proposed commercial activity that is inconsistent with campus philosophy (e.g., promoting use of tobacco or term paper services), or is in conflict with the UCD Principles of Community, or that unreasonably competes with existing campus auxiliary enterprises.

### Guidelines

The following guidelines shall be used by each vice chancellor and dean, as well as the Director—CEVS, the Assistant Vice Chancellor—University Communications, and the Commercial Activities Advisory Group, in evaluating commercial activities on campus, and should be addressed in proposals for such activities. Proposals may be for one-time activities (e.g., commercial cosponsorship of an educational program) or for recurring activities (e.g., use of advertising in a quarterly events program).

- A. Proposals to solicit commercial advertising or cosponsorship of programs must be evaluated for potential conflict of interest and possible cumulative effects on the academic environment, campus fundraising programs, and community relations.
- B. Proposals for commercial activity must provide a clear benefit to the campus consistent with the University's purpose. Examples include the following:
  - 1. To provide significant support to campus capital improvement initiatives for which State funds are not available to build and/or maintain (e.g., the development of a sponsorship agreement involving major corporations).
  - 2. To present recreational, cultural, or educational programs that are determined to be beneficial to the campus community and would be more difficult to host on campus without commercial cosponsorship (e.g., intramural tournaments, music performances, speaker series).
  - 3. To enhance campus life through programs and activities that give students and staff the opportunity to examine products and services of potential interest to them (e.g., Chamber Day on the Quad, Major Motion Picture Show).
  - 4. To enhance student recruitment or other public relations programs (e.g., use of campus facilities by commercial organizations sponsoring youth programs).
  - 5. To support the printing of campus publications (e.g., athletic events programs) that are not in conflict with Section 270-25, IV.B.3.
- C. The overall benefits of the proposed activity in terms of resources or funds generated for the campus must outweigh any cumulative negative impacts related to the operation and/or environment of the campus. For example:

1. The activity must not create the appearance that the University endorses, favors, or is affiliated with any commercial enterprise unless the University specifically agrees to do so in a business contract or purchase order. Proposals for approval of commercial activities shall evaluate the degree to which the activity would create an association between the name of the University and that of the commercial entity, and the appropriateness of creating such an association. In permitting commercial advertising or allowing a commercial firm to sponsor or participate in a University program, the circumstances shall be evaluated to determine whether equal access is available to other, similar commercial enterprises. The University must reserve the right to approve the content of the advertisement or program and have some degree of control over how the program/project is presented to the public or to potential recipients of affiliated advertisements. This is particularly important when dealing with agents who will have direct responsibility for promotion of a program or solicitation of advertisers.
2. The activity must not interfere with the orderly conduct of University business (e.g., by obstruction of traffic, attraction of large off-campus audiences, excessive noise, or interruption of academic or administrative functions).
3. The activity must not adversely affect the campus environment (e.g., by creation of litter or the subjection of individuals to advertising as a condition of receiving information that is essential to their performance as students or employees of the University).