

**THIRD-PARTY ADVERTISING ON CAMPUS**

<b>Section:</b>	Administration (AD)
<b>Subject:</b>	Institute and Non-Institute Services

<b>Legislation:</b>	
<b>Effective:</b>	January 31, 2014
<b>Revision:</b>	September 1, 2016 (reformatted); October 8, 2020

**APPROVED:** \_\_\_\_\_  
**President and CEO**

## POLICY

The policy of the Board of Governors is for SAIT to enter into third-party advertising and promotional agreements with industry partners only in cases where the promotional materials, signage or collateral material enhances or complements campus life.

## PROCEDURE

### DEFINITIONS

- |                                |   |
|--------------------------------|---|
| <b>Campus perimeter</b>        | SAIT's property line.   |
| <b>Facilities</b>              | Any building, ground, digital/virtual classrooms, social media channels, websites, meeting space, or area that SAIT owns, uses or occupies and that is under the jurisdiction of SAIT's Board of Governors.   |
| <b>Long-term</b>               | More than five calendar days.   |
| <b>Non-academic activities</b> | Activities that are not academic activities. They include but are not limited to events that are not normally part of SAIT's regular business, and include demonstrations, public displays, conferences, recreational activities, and personal or social functions. |
| <b>SAIT campus</b>             | SAIT's main campus and all satellite campuses, including virtual/digital campuses.  |

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**Short-term**

Five or fewer calendar days.

**Third-party advertiser or sponsor**

An advertiser or sponsor that operates at arms' length from SAIT and that wishes to promote a brand, product, service or event through assets that SAIT owns or controls and for which it pays a fee or provide sponsorship.

**GOVERNING PRINCIPLES**

1. This procedure applies to all SAIT campuses and facilities, SAIT's tenants, and all SAIT media and assets.
2. All initiatives involving third-party advertising, sponsorship, promotional/recognition signage or other commercially-oriented materials or displays, including those initiatives relating to non-academic activities as described in procedure AD.4.7.1 Use of SAIT's Facilities for Non-Academic Purposes, must follow this procedure, including seeking approval from the Advertising Ethics and Standards Council (hereafter referred to as "the Council") as required.
3. All third-party advertising, sponsorship or promotional initiatives will be evaluated through the lens of SAIT student life and campus environment and SAIT's role as a public post-secondary educational institution.
4. Initiatives falling under this procedure must not detract from the learning environment and must adhere to and be compatible with SAIT's policies and procedures, partnership agreements, brand standards and public image.
5. All advertising displayed on SAIT campuses is subject to Advertising Standards Canada guidelines, including but not limited to the Canadian Code of Advertising Standards and the Gender Portrayal Guidelines.
6. Sites for advertising signage or structures (either interior or exterior) by SAIT or its tenants require the Council's approval, based on consideration of the impact on the campus environment from a content, architectural, aesthetic and safety perspective.
7. SAIT recognizes its unique relationship with the SAIT Students' Association (Saitsa) as an independent entity conducting its affairs on SAIT campuses. SAIT also acknowledges that in order for Saitsa to conduct its business affairs, a degree of trust must be exercised in the implementation of this procedure. Through consultation with the Council, Saitsa will have a voice and a forum for issues related to this procedure.

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## PROCEDURE

### A. Advertising Ethics and Standards Council

1. Through the Council, SAIT may prohibit or remove any advertising or promotional material on its campuses that does not comply with this procedure or that it considers inappropriate.
2. The Council oversees this procedure. It is comprised of no fewer than seven members and no more than nine members representing a cross-section of the SAIT community. The Council includes at least one member from each of the following: Academic Division, Corporate Services Division, Learner and Academic Services department, Communications department, and Alumni and Development department.
3. The Council is chaired by the associate vice president, marketing.
4. The executive co-sponsors and ex-officio members of the Council are the vice president, external relations and the vice president, finance and corporate services.
5. The Council will meet as required to conduct its activities, including the periodic review of:
  - a) New advertising proposals, sponsorship agreements or signage that require approval (see paragraph B of this procedure).
  - b) Long-term sponsorships and partnership agreements that include campus advertising and promotion and long-term advertising proposals regardless of their content.
  - c) Advertisements and sponsorships that are in breach of this procedure.
  - d) The list of subjects that require review and approval.
6. The Council must reach consensus before it can approve a proposal. If consensus cannot be reached, the proposal is 'not approved'.
7. Where a proposal or initiative is deemed to be of significant impact or of a sensitive nature, the Council shall forward its recommendations to Executive Management Council for its consideration and action.

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8. Requests for the Council to review and approve a proposal must be completed in writing, using the Advertising on Campus Approval form available on SAITNOW, no later than five days before the implementation of advertising on campus and/or contractual obligations are finalized. Forms should be submitted to [marketing.admin@sait.ca](mailto:marketing.admin@sait.ca).

## **B. Advertising that is not permitted without Council approval**

The following types of advertising are not permitted unless Council has approved them:

1. Advertising or promotional materials in classrooms, labs or instructional areas, subject to paragraph C.1 of this procedure.
2. Advertising that could put the SAIT community at risk or that promotes or encourages alcohol, tobacco or cannabis dating services, contraband, firearms, weapons or any prohibited substance.
3. Long-term third-party advertising that is visible from the perimeter of the campus.
4. Advertising for the advancement of political purposes, including election advertising or canvassing, except for internal community elections (for example, Saitsa elections).
5. The use of SAIT internal mail, voice mail, intranet, internet and internet portals, and email systems for non-approved advertising and promotion of non-SAIT related business.
6. SAIT may disallow, limit or remove any advertising that promotes services, products, events or facilities in competition with existing partners (if exclusive) and those offered by SAIT that are not in compliance with SAIT's FIRST Principles.

## **C. Sponsorship and Corporate Partnership Signage**

1. Advertising and promotional materials in classrooms or instructional spaces should be kept to a minimum and should focus only on promotions that have a connection to the learning outcomes. SAIT recognizes that where the learning environment has been enhanced through a relationship or partnership agreement, recognition may be appropriate and there is potential for corporate promotion, subject to the following:
  - a) If the promotion does not fall within the list of prohibited advertising set out in paragraphs B.2-B.4 of this procedure and if it is limited to a format to be used in

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one program, it can proceed upon approval from the applicable dean and the Council's approval is not required.

- b) If the promotion falls within the list of prohibited advertising set out in paragraphs B.2-B.4 of this procedure, or if it is to be used over the duration of more than one program (i.e., it is for multi-program promotion), the Council must approve the promotion before it can proceed.
2. Short-term event sponsorship for SAIT-supported events, including but not limited to the President's Dinner, SAIT's Open House, Industry Nights and Athletics and Recreation events, is generally acceptable providing it adheres to this procedure. However, the Council must review and either approve or disapprove long-term event sponsorship or sponsorship of an event that promotes or encourages activities and advertisements that fall within the list of prohibited advertising set out in paragraphs B.2-B.4 of this procedure.

#### **D. Third-Party Commercial or Retail Signage**

1. While supporting the retail and commercial enterprises that exist on campus, SAIT must not be regarded as a traditional retail venue or shopping mall. Commercial or retail signage must be in keeping with a post-secondary learning environment.
2. The Commercial Services department sets commercial or retail signage rates on campus, in order to ensure consistency and transparency in rates.
3. Commercial or retail signage on campus may be located only within the commercial retailer's leased premises on campus and is subject to this procedure. SAIT will work with advertisers to ensure that this procedure is upheld. Special circumstances may arise that permit additional signage as reviewed and approved by the Council.
4. If SAIT is unable to implement this procedure or the contract with the third party otherwise does not apply, then the contract will prevail over this procedure.

#### **E. Advertising in Campus Publications, Public Spaces and Electronic Media**

1. Third-party advertising in SAIT-related publications (including handbooks, flyers and student association publications) are subject to this procedure.
2. Advertising in public areas such as hallways and eating areas is common practice; however, it is subject to this procedure and Council approval is required.

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3. SAIT recognizes that advertising commonly appears on websites. Wherever advertising appears on SAIT's web assets, it must adhere to this procedure and, in addition, must comply with the following:
  - a) SAIT's homepage is the face of SAIT and will be free of corporate or commercial representation. Advertising that appears on supporting pages of the SAIT website is limited to corporate presence permitted as the result of a partnership or sponsorship deemed of benefit to the educational objectives of SAIT students, and/or is a benefit to employees and alumni. Please contact the Marketing department for more information in relation to the use of external trademarks and other forms of intellectual property.
  - b) Non-SAIT commercial promotions or sales of products or services on any SAIT webpage is prohibited, unless the individuals or groups responsible for those promotions or sales are officially recognized as a service provider, such as, for instance, SAIT's Employee Benefits unit
  - c) Student classified or business notice advertising may be considered if it is consistent with the general principles of this procedure as they relate to student campus life.
  - d) SAIT maintains the right to prohibit links to advertising on other sites which are inconsistent with SAIT's values and brand image.

#### **F. Advertising by Charities or for Charitable Causes**

1. SAIT supports charitable activities and has ongoing relationships with select charitable organizations. Promotion of charitable giving through various on-campus student or employee channels is permitted on the SAIT campus provided it adheres to this procedure and to other SAIT policies and procedures.
2. Other charitable advertising on campus requires Council's approval.

#### **G. Sampling, Give-Aways and Other Promotions**

1. The distribution of product samples, giveaways or other promotional items is not permitted on the SAIT campus without Council's approval. Where approval is granted, the distribution of such items shall be limited to common areas such as the Irene

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Lewis Atrium, Culbert Atrium and/or PCL Construction Atrium and shall not interfere with student activities, classrooms or normal business operations.

2. Sampling in relation to short-term event sponsorship, such as sponsorship for the President’s Dinner, SAIT’s Open House, Industry Nights and Athletics and Recreation events (or other SAIT-supported events), is generally considered acceptable, providing it adheres to this procedure.

**H. Third-Party Publications**

1. SAIT recognizes that newspapers, magazines or other third-party publications distributed free of charge on the SAIT campus may provide a service to the SAIT community.
2. SAIT may prohibit or remove from the SAIT campus, at the publisher’s/distributor’s expense, any publications distributed that it deems inappropriate or inconsistent with this procedure.
3. Publishers must distribute their publications in an orderly fashion and ensure an orderly presentation. Failure to comply will result in the publication’s removal from the SAIT campus.

**I. Off-Street Advertising**

1. Distribution of posters, flyers, handbills, signage or other media promoting goods, services or events by individuals or organizations unrelated to SAIT is prohibited and these items will be removed from the SAIT campus.

**POLICY/PROCEDURE REFERENCE**

AD.2.11 [Third-Party Advertising on Campus policy](#)

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PROCEDURE