

**THIRD-PARTY ADVERTISING ON CAMPUS**

Section:	Administration (AD)
Subject:	Institute and Non-Institute Services
Legislation:	
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**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>Third-party advertiser or sponsor</b>	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 require Advertising Ethics  
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and Standards Council (hereafter referred to as “the council”) approval. See paragraph A.2 of this procedure for the council’s composition.

3. All third-party advertising, sponsorship or promotional initiatives will be evaluated through the lens of SAIT student life and campus environment and its 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 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 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.

## 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. The council is comprised of no fewer than seven members and no more than nine members representing a cross-section of the SAIT community. SAIT’s president and CEO appoints members to the council.
3. The chairperson is the vice president, finance and corporate services.
4. The council will meet electronically or in person as required to conduct its activities, including review of:

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- a) Charitable fundraising or promotional initiatives on campus;
  - b) New advertising proposals, initiatives, approaches, formats or concepts;
  - c) Sponsorship or corporate partnership signage on campus; and
  - d) Third-party retail or commercial signage on campus.
5. 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 Committee for its consideration and action.

## **B. Advertising that is not permitted**

1. Advertising or promotional materials in classrooms, labs or instructional areas are prohibited, subject to the exception set out in paragraph C.1 of this procedure.
2. No advertising that could put the SAIT community at risk will be displayed or posted. Advertising that promotes or encourages alcohol, alcohol use, tobacco products, tobacco product use, dating services, contraband, firearms, weapons or any prohibited substance is not permitted.
3. Third-party advertising that is visible from the perimeter of the campus is not permitted.
4. Advertising for the advancement of political purposes, including election advertising or canvassing, is not permitted 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 is prohibited. SAIT's intranet communication system (SAITNOW) provides an established forum available to employees to distribute announcements, business notices, community news and other related notices.
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 not in compliance with SAIT's FIRST Principles.

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

1. Although advertising and promotional materials in classrooms or instructional spaces are strictly prohibited, SAIT recognizes that where the learning environment has been enhanced through a relationship or partnership agreement, recognition is appropriate and there is potential for corporate promotion.
2. 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.
3. The council will review signage and corporate promotion initiatives, which must be consistent with other SAIT policies and procedures and with SAIT's signage guidelines as established by the Facilities Management department.

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

1. SAIT knows that commercial or retail signage is meant to be attention-getting. 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.
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) and advertising in public areas such as hallways and eating areas has been normal practice at SAIT. These activities are subject to this procedure.

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2. 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.
  - b) Non-Sait commercial promotions or sales of products or services on any Sait webpage is prohibited.
  - 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 Sait campuses provided it adheres to this procedure.
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 Sait campuses without council's approval. Where approval is granted, the distribution of such items shall be limited to common areas such as the Irene 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

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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 campus may provide a service to the SAIT community.
2. SAIT may prohibit or remove, 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.

#### **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.

### **POLICY/PROCEDURE REFERENCE**

AD.2.11      Third-Party Advertising on Campus policy

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