

Procedures for Brock University Campus Promotions

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Purpose

There are a variety of activities and services that can be offered to the members of the University community using advertising such flyers, posters, and banners. These Procedures for Campus Promotions have been adopted for the purposes described below:

- To provide equal access to the space designated for the promotion of campus news, information, policies, programs, and events, while protecting campus property.
- To provide a means for students, student organizations, campus departments, and other University organizations to provide information and promote activities, events, and services.
- To protect the campus from distracting commercial and promotional materials and activities sponsored or jointly sponsored by non-Brock entities.
- To maintain and improve the appearance of the physical environment of the campus.
- To reduce the amount of paper used for posting and encourage recycling of removed materials.

Scope

These procedures regulate all public areas on campus, except for faculty or department sponsored bulletin boards and within department or unit operated spaces, and apply to all Brock entities, University members, as well as to the public. Brock entities, University members, and recognized student organizations may have a sign publicly posted on university property only if consistent with the procedures outlined herein and if approved in accordance with these procedures.

Materials solely for distribution or posting within department or unit operated spaces do not require approval as outlined in the Procedure for Approval section below. Brock departments or units on campus may post materials within their space, so long as they adhere to other University policies ([Appendix 1](#)) regarding the appropriateness of such materials.

General Rules & Regulations

The following rules and regulations apply to all campus promotions, regardless of type or promotional channel.

Authorized Entities

Only Brock entities may have signs publicly posted on university property, distribute promotional materials on campus, or otherwise advertise on university promotional platforms, including but not limited to ExperienceBU.

Non-Brock entities must be working in partnership with and have all materials endorsed by an official Brock department, or organization. **The campus partner must be reasonably associated with the promotional material they are endorsing.** Campus Promotions Procedures administrators reserve the right to request an Endorsement Slip before approving promotional materials. Endorsement slips are available on the [Campus Promotions website](#).

Commercial Solicitation

Commercial solicitations are not permitted on the university campus. Organizations having made contractual arrangements with either a Brock department, the Brock University Students' Union or the Graduate Students Association are exempt.

Risk Management

Student event risk management is a priority for Brock University due to the nature of some events and the age of the participants that engage in the activities. As such, posters, banners, and other promotional materials for events that require risk management will not be approved until the event has been approved through Risk Management. Failure to follow the Student Event Risk Management Procedures is an offence under section 20 of the Student Code of Conduct ([Appendix 1](#)).

The Student Event Risk Management and Approvals (SERMA) forms have been built into the ExperienceBU event submission form. Simply submit your event through ExperienceBU and the site will take you through the appropriate forms.

For more information, please visit the [SERMA website](#).

Student Elections

Postings for the purpose of campaigning for the BUSU Executive, Senate, Board of Trustees, BUSAC, Referendums, Board of Directors or any forms of bi-election must be in strict accordance with BUSU's elections policy available at brockbusu.ca/government

Postings for the purpose of campaigning for the Graduate Students' Association shall be in accordance with the constitution of the GSA available at brockgsa.ca/legislation

Language

Materials may be printed in any language provided a literal, legible, and reasonable sized English translation is provided to Student Life and Success for approval. The name of the sponsoring organization must appear in English on all advertisements.

Non-permissible Advertisements

The following advertising will not be approved and is not permitted anywhere on-campus:

1. Materials that are in violation with any University policy ([see appendix 1](#))
 - This includes but is not limited to the Alcohol policy which prohibits the advertisement of the following activities: drinking games, free drink offers, keg parties, price specials on alcoholic drinks, the sale of tickets that provide access to an unspecified number of alcoholic beverages, self-serve or unlimited bars, and underage consumption of alcohol.
2. Materials containing **commercial solicitation** ([see above](#)).
3. Materials containing:
 - Trademarks
 - Reference to illegal drugs
 - Obscene, pornographic, vulgar, libelous, racist, sexist, homophobic or otherwise disrespectful references
4. Materials advertising **rental accommodations**
 - Individuals interested in advertising a rental property can do so at brocku.ca/ocl.
5. Materials advertising **off-campus employment opportunities**
 - Individuals wishing to advertise off-campus employment opportunities can visit brocku.ca/ccee/hirebrocku for more information.

Procedure for Approval of Promotional Material

All promotional materials for posting or public distribution must be approved in accordance with the rules and guidelines outlined in this document prior to being posted on campus.

Advertisers can bring their materials to the **BU4U Student Service Hub** located in the **Thistle 'box office'** between the hours of 8:30 a.m. and 4:30 p.m. Monday – Friday.

Most approvals can be processed immediately; however, approval may take up to two (2) business days.

Materials will be approved only if consistent with the rules and regulations outlined in this document and with all applicable University policies or protocol ([Appendix 1](#)).

Once approved, the materials will be stamped, if applicable, with the Brock University Campus Promotions Approval stamp and can then be posted or distributed in the approved locations as outlined below. All posted materials will be removed and discarded by a Brock employee once the expiry date has passed.

Posters

A poster is defined as a piece of ledger sized paper (11" x 17") or smaller, used for the purpose of advertising.

Poster Expiry and Maximums

The maximum number of posters allowed for each service, initiative, activity, or event is based on the designated posting days, and vice versa, as detailed below:

Number of Days Posted	5 weeks	4 weeks	3 weeks	2 weeks	1 week
	35	28	21	14	7
Number of Posters (maximum)	5	10	15	20	27 *

Posters will expire one (1) day after the event occurs (if applicable) regardless of the number.

Once the original approval period has expired, the individual advertiser(s) may renew for another posting period. The renewal is subject to all the same regulations as the original posting period.

An organization/group may have up to three (3) set of posters for different initiatives approved and posted at any given time; or a combination of posters not greater than three (3) times the poster limit based on the days posted (as noted in the chart above). *For example, if an organization would like to hang posters for four (4) different initiatives for 14 days, they may have up to 60 posters (20 x 3) in total approved at once.*

Poster Locations

Posters are permitted on bulletin boards only and may not be adhered to other surfaces on campus.

All materials on campus boards and the clubs board must display the Brock University Campus Promotions Approval stamp, signifying that it has been approved for campus promotions. Materials posted on departmental boards must have the approval of the related department.

* There are 27 campus promotions area located on campus; thus, a maximum of 27 posters will be approved.

No advertisement is permitted to obstruct the plain view of any other advertisement or obstruct the view of any other University signage.

Campus buildings will be inspected on a regular basis. Posters that have expired, have not been approved, have been hung incorrectly, or have been placed in a location other than an approved bulletin board will be removed and discarded.

Bulletin boards will be completely cleared at the end of every term except for posters that have received specific approval to remain posted during the period between semesters. The end of term board clearing will occur the day after the last exam is scheduled.

Campus Bulletin Boards

There are 27 areas with campus bulletin boards located across campus. Campus boards are identified by a white Brock University Campus Promotions sign ([Appendix 3](#)) on the board. For a list and photos of the campus bulletin boards, please visit the [Campus Promotions website](#).

A maximum of one (1) poster for any service, initiative, activity, or event is permitted in each bulletin board area at one time.

Club Bulletin Board

The Club Bulletin Board is located down the hall from the Student Life Involvement Commons (MCA 204). This board is exclusive to student organizations.

Postings on the board must have an identifiable club function and all regular posting procedures and restrictions apply to Club board postings.

Departmental Bulletin Boards

Any boards not displaying the Brock University Campus Promotions sign, or not listed in the [Approved Campus Board Locations document](#), are Departmental Bulletin Boards.

Advertiser(s) may not post on any department board without the approval of the academic or administrative unit that owns that board. Departmental bulletin boards are the responsibility of the respective department and will be monitored by each department.

There are 14 permanently mounted 11x17 poster frames to feature upcoming events, activities, and initiatives, as well as three pedestal signs to display information and directional signage, on the main floor of the GLN-B building. These are available to be reserved by any department on campus by completing Brock International's [request form](#) a minimum of 2 weeks out from your event or program.

Hanging Posters

Posters must be attached to the bulletin board using push-pins/thumbtacks. **Staples are prohibited on all campus boards.** Extra push pins are available in the BU4U Student Service Hub.

Banners

Banners are only permitted in the Thistle Corridor and can only be placed in the vertical banner boxes along the main corridor. Banners will not be hung on the walls or ceilings of Thistle, or in any other location on-campus.

The banner boxes in Thistle are 23" wide by 82" long.

Only one banner per event or service can be submitted for approval and may be posted at a time. Due to limited space, an organization/group may only have two (2) different sets of banners approved and posted at any given time (exceptions can be made if space is available).

Banners can be posted for a maximum of 28 days. Banners may be re-submitted after the 28 days have expired; however, due to the limited space available, priority will be given to new banners.

You can email bu4u@brocku.ca if you would like to ensure a spot is available for your banner prior to printing your banner.

Banners must be approved in accordance with the Procedure for Approval outlined in this document and will be hung by Student Life and Success. Once expired, the banner will be removed and returned to the BU4U Student Service Hub.

Once removed, banners will be held for up to one week before being recycled.

Flyers/Handbills

Approved non-commercial handbills, leaflets, and similar materials may be distributed by [authorized entities](#) in public areas or areas outside university buildings, and in meeting rooms that have been reserved for their use. Non-Brock entities, organizations or agencies may not distribute flyers/handbills on-campus.

Distribution of such materials must be done in a courteous manner and cannot be disruptive to the Brock community or the orderly processes of the University. Materials may not be forced upon any individual or inhibit freedom of movement.

Flyers/handbills to be distributed in public spaces must be approved in accordance with the Procedure for Approval outlined in this document and must bear identification as to the organization responsible for its distribution.

Flyers and/or handbills must be distributed from one individual to another and may not be left unattended in public spaces on campus. The placing of flyers/handbills under windshield wipers of the cars parked on campus is not permitted.

Freestanding Signs

Freestanding promotional display signs must adhere to all University policies and their locations must be consistent with fire codes and not obstruct walking areas.

Outdoor Chalking

Any Brock entity wishing to chalk sidewalks and walkways must present in writing all messages and/or images for approval in accordance with the Procedure for Approval outlined in this document at least three (3) working days prior to the proposed date of chalking.

All chalking must be done outside, on horizontal surfaces only, and not within 50 feet of any door. Chalking must be done in open areas that can be directly washed by rain.

Chalk is not permitted under any overhang, or on brick surfaces, walls, benches, glass, windows, doors, pilings, columns, painted surfaces, trees, traffic signs, light posts, emergency call stations, fixtures, mailboxes, newsstands, bus stops, utility boxes, motor vehicles, sculptures, and other objects.

The substance used for chalking must be water-soluble and easily washable by water or rain.

Temporary Directional Signs

Groups that require temporary directional posters for an event may post their signs themselves provided they remain affixed and that they are removed by the sponsoring organization within 24 hours of the conclusion of the event.

Directional signs may only be posted on **non-painted surfaces** and only using approved adhesives – such as sticky tack or adhesive tabs. Use of tape of any type is prohibited.

Prohibited Areas for Posting:

- Inside restrooms except for out of order signs
- Inside elevators or on elevator doors except for out of order signs
- Inside classrooms
- On any light fixture
- On the exterior surfaces of any University buildings or on lamp posts, garbage cans, trees, etc.
- On vehicles parked on University property
- On fire or emergency equipment

Non-Compliance

The University reserves the right to remove advertisements posted that do not adhere to the rules and regulations outline, other University policies, and/or which noticeably disrupt or interfere with the normal activities of the University, and/or which interfere with the free and unimpeded flow of pedestrian or vehicular traffic.

Any individual or party found in violation of these rules and guidelines or with any University policy will be subject to the appropriate University disciplinary process, determined by said policy, and may be subject to the loss of advertising privileges on the Brock University Campus.

Other Promotional Channels

Included below are other services and channels available to help promote campus activities. This list is not exhaustive and other channels or opportunities for promotion could exist.

ExperienceBU

ExperienceBU is Brock's events calendar and involvement portal. Brock entities can create an organization on the site and post events and opportunities on ExperienceBU. Opportunities and events posted on ExperienceBU must also comply with all other rules and regulations as outlined in this document.

For more information on posting with ExperienceBU contact experiencebu@brocku.ca.

Chalk Walls

There are two chalk walls available for campus promotions – in Thistle Corridor and Glenridge B.

- To request use of the chalk wall located in the Thistle Corridor, complete the request form at brocku.ca/student-life-success/main/campus-promotions
- To request use of the chalk wall in GLN-B, complete the request form at brocku.ca/international/promotional-space

Digital Screens

Advertisements whose main function is to create awareness may also use digital screens and/or BrockTV as a promotional venue.

For information about campus digital screen advertising, visit brocku.ca/brand/standards/digital/displays

For information about advertising using BrockTV, visit brocktv.ca

Boomer Costume

Boomer appearances for campus, club, or community events and promotional initiatives are coordinated through Student Life and Success.

Boomer appearances can be requested by completing [the Boomer request form](#).

As a representation of Brock University, the use of the Boomer Costume must adhere to all University policies, including the Student Code of Conduct. There are a specific set of rules relating to the proper use of Boomer that will be provided if your request for a Boomer appearance is approved.

Please contact studentlife@brocku.ca for further details.

Appendix 1: University Policies

University Policies mentioned in these guidelines and procedures include, but are not limited to:

- [Student Event Risk Management](#)
- [Student Code of Conduct - Non-Academic](#)
- [Respectful Work and Learning Environment Policy](#)
- [Alcohol Policy](#)
- [Occupational Health and Safety](#)
- [Workplace Violence Prevention Policy](#)

Unless otherwise linked, current University policies can be found at brocku.ca/policies. It is the responsibility of the advertisers to ensure they have read and abide by all University Policies.

Appendix 2: Definitions

Banner – A piece of paper larger than 11” x 17” and smaller than 7’ x 4’ used for advertising.

Bulletin board - a corked board or strip, surrounded on two or four sides by a frame, designed for posting material by tacks or other approved means.

Commercial solicitation - means any direct and personal communication during a trade or business reasonably intended to result in a sale.

Brock entity - any division, department, office, academic unit, program, center, or student organization officially recognized by the University.

Distribution - the act of person delivering, handing out, or passing out material to another person.

Endorsement - approval given and used on posters to verify university affiliation/partnership.

Flyer – a small, printed advertisement that is not adhered to a surface (usually distributed by hand)

Handbill - a small, printed advertisement or other notice distributed by hand.

Material - any paper, product, item, or object used for the purpose of advertisement, display, or distribution.

Non-Brock Entity - any person, business, or operation (private, public, or commercial) that is not recognized as a Brock owned or operated entity.

Poster - any material used for the purpose of advertising, sized paper (11” x 17”) or smaller, that is adhered to or posted on a surface.

Posting - the placing of any material, used for the purpose of advertising on any object or surface.

Sign - billboards, decals, notices, placards, posters, and any kind of hand-held sign.


Student Organization – a student group officially recognized and sanctioned by the Brock University Students Union, a Brock department, program, unit or office, or Brock sports clubs.

University Member – a faculty or staff member currently employed by Brock University, or a currently registered student (in accordance with the academic regulations).

Appendix 3: Approved Campus Promotions Boards

A detailed list, including photos, of approved campus promotions boards can be found on the Student Life and Success [Campus Promotions page](#)

Each area will be marked with the following sign:



APPROVED POSTERS ONLY

Posters must be submitted for approval at the BU4U Student Service Hub in accordance with the Brock University Campus Promotions policy.

Limit of ONE (1) poster per initiative/event per area

AREA <<Area Number>>

Unauthorized, expired, or non-compliant posters will be removed and discarded.

