

External Advertising & Sponsorships

RVC Administrative Procedure (2:10.010)

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A. Purpose

Rock Valley College has a multitude of programs that can benefit from external advertising and sponsorship opportunities in digital and traditional media. This procedure is intended to communicate basic policy in this area and provide guidance on related matters.

Scope

This SOP applies to all employees and students who desire to place paid external marketing to promote their area(s).

B. Department and Primary Point of Contact Involved

Department: Communications & Marketing

Point of Contact: Director of Marketing

C. Definitions

In this section, mention any key terminology referenced throughout the document.

Accessibility. The practice of making information, activities, and/or environments sensible, meaningful, and usable for as many people as possible. In terms of swag design, it mostly refers to meeting color contrast standards for individuals with different vision abilities.

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Advertising. This is any advertisement, signage, label, packaging, imprint, logo, sales promotion activity or device, public relations material or events, merchandising or other activity or communication that has the obvious intent of promoting a college product, service, event, or organization. This definition does not apply to "sponsorship."

College Branding. Any use of the college's name, logo, mark, or likeness must adhere to the college's branding guidelines and be approved by College Communications & Marketing. This includes the branding of affiliate brands (Athletics, Foundation, and Starlight)

College Swag. A promotional item or freebie that features the college's logo, mascot, or other branding. This includes departmental apparel and affiliate brand items.

Copyright. A legal term that gives creators exclusive rights to their original works of authorship.

External. Anything or anyone outside of RVC.

Sponsorship(s). Underwriting of a specific event, program, publication, or special activity that represents the equivalent of a gift-in-kind or a gift of money insofar as the sponsoring organization provides or pays for advertising, promotion, materials, awards, and/or other items or services of value associated with such sponsorship.

D. Procedures

Approval Process

Only the RVC Communications & Marketing has the authority to place advertising and sponsorship promotions on behalf of the college.

If a department, program, club, organization, or other entity would like to invest in paid, swap, or in-kind advertising or sponsorship of college-affiliated programs, events, or activities, a Communications and Marketing Request must be submitted for evaluation and consideration.

Any information or promotions distributed outside the college should originate in RVC Communications and Marketing (posters, flyers, postcards, invitations, news releases, etc.).

Exceptions: This does not apply to letters sent to prospective students, businesses, organizations, etc. When sending correspondence on behalf of the college, the Communications and Marketing Department is available as a resource for copywriting and editing.

Considerations for Advertising and Sponsorships

College Branding: Any use of the college's name, logo, mark, mascot, seal, or likeness must adhere to the college's Logo Use Administrative Procedure and branding guidelines and must be approved by College Communications &

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Marketing. The Vice President of Student Affairs must approve the use of the mascot (eagle head).

Appropriateness:

- Designs must be appropriate for an academic environment and the college's offerings, mission, vision, values, and strategic plan.
- All designs must not include offensive, discriminatory, or inflammatory content. This includes, but is not limited to, references to drugs, alcohol, violence, politics, or inappropriate images or language.

Inclusivity

Designs should promote an inclusive and respectful campus culture and reflect the college's values and Strategic Pillars of Culture and Belonging. (see appropriateness above).

Copyright Compliance

Designs must not infringe upon any third-party intellectual property rights, including trademarks, logos, or copyrighted artwork, unless proper permissions have been obtained by the department or organization. It is the department / organization's responsibility to obtain written permission and submit it to the Executive Director of College Communications for review. The Executive Director may be required to submit the matter for review by College Leadership and/or legal counsel.

Financial Accountability

Departments/organizations are responsible for ensuring that all financial transactions related to advertising and sponsorship comply with the RVC's financial and purchasing policies and procedures.

E. Related Documents

- Logo Use Administrative Procedure
- Rock Valley College Brand, Style, and Editorial Guide
- Athletic Brand and Style Guide
- Student Life Brand and Style Guide

Reference: Board Report #6223

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