

Corporate Support Policy

Registered Organizations may receive commercial support for a program or activity provided that the primary purpose of such support is to underwrite the program or activity as opposed to the promotion or endorsement of a commercial product or service. There is a difference between "support" of an event and University "endorsement" of a product or commercial service. It is important that this distinction is understood by the student organization as well as the commercial entity proposing or being approached for such support. Additionally, any publicity, written or verbal, must not imply University endorsement. Prior to any solicitation or acceptance of commercial support, the registered affiliated student organization must receive, in writing, prior approval from Student Organizations, Leadership & Engagement (SOLE). SOLE will consult with the Department of Public Affairs to ensure consistency with the University's corporate fundraising efforts.

SPECIFIC OPERATIONAL POLICIES

An authorized representative (as defined in the UCLA Activity Guidelines) must meet with a SOLE Advisor to discuss program concept, funding, facilities and compliance with all applicable University rules, regulations, and policies. SOLE will sign off on time, place, and manner.

A. Prior to engaging in any promotional activities for the proposed event, all such activities and their attendant publicity must receive SOLE approval.

B. SOLE will assure that all forms of publicity and promotion (newspaper, fliers, banners, balloons, Tshirts, PSA's and other non print media etc.) are in compliance with University policy and compatible with standards and procedures developed with ASUCLA.

1. In all forms of promotion and publicity, the profile of the sponsoring student organization must be equal to or greater than the profile of the commercial entity providing support.

2. All materials publicizing an event (e.g. programs, posters, fliers, banners, balloons and media ads) must be worded in a way that clearly communicates to the public that the activity is a University event, and secondarily, supported by the commercial entity. For written materials this means that the larger, more predominant lettering would state the name of the University event and/or sponsor and any commercial support would be given subsidiary billing per C.1 above.

3. All advertising must state the name of the sponsoring student organization i.e. "Sponsored by the UCLA Business Society." No advertising may state directly that an event is cosponsored by the commercial support entity. Terms such as "in conjunction with", "presented by", "with special thanks to" are acceptable (i.e. "Sponsored by the UCLA Business Society in cooperation with IBM").

4. Agreements made between the student organization and the off campus commercial supporter must be drafted in consultation with the SOLE Office and are not authorized to be made without the prior signed approval of the SOLE Office. All Agreements must include (but are not limited to) the following:

- Name of student organization and student contact
- Name of Off Campus Individuals and/or agencies and primary contact for each (including name, address, phone and position)
- Brief description of event include date, time, place, format, anticipated audience.
- Description of promotional plan including provisions for advance preview of publicity and ad copy, publicity and photographic rights, and use of materials (e.g. advertising copy and photographs) subsequent to the event
- Specific contribution of off campus individuals and/or agencies (as delineated in contract to be attached)
- Responsibilities of student organization (as delineated in contract to be attached)

5. Responsibilities of off campus individuals and/or agencies (as delineated in contract to be attached)

6. Level of liability insurance that should be provided depending upon the risk of injury, damage or vandalism.