

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE**

FACILITIES POLICY

SUBJECT: Promotions & Publicity Posting Policy & Procedures

REFERENCES: CSUN Facilities Use Manual
Office of Student Involvement and Development (OSID) Club &
Organization Manual

POLICY: *Any* items to be posted in or on the University Student Union (USU) must be approved in advance by the USU's Reservation and Event Services Office. The first priority for postings in or on the USU is reserved for campus affiliated groups, including campus-sponsored events occurring on and off campus. Postings for other purposes are reviewed on a case by case basis. Individual party for sale postings are prohibited.

All unauthorized materials will be removed and may be discarded. Failure to comply with policy and procedures may result in cleaning and/or repair fees and suspension of USU publicity privileges for a period of up to ten (10) weeks not including interim, summer, or other break periods.

Exceptions to this policy may be made by the Executive Director or designee.

Approved by the Board of Directors on March 12, 2018

PROCEDURES

Only *masking or painter's tape* may be used to affix event signage. Tacks, nails, staples, glue or other types of tape are strictly prohibited except on bulletin boards where only tacks and staples may be used. It is the responsibility of the client to remove *all* signage after an event (including tape). Failure to do so may result in a cleaning fee of at least twenty-five dollars (\$25.00) per location.

Damage to facilities due to posting of signage will be repaired by the USU and charged to the posting entity.

The USU will not provide event clients with ladders, hand carts, tools, tape or other supplies.

Organizations utilizing USU facilities may not post advertising signs on any campus property without appropriate campus approval.

BANNERS

Banner specifications are as follows:

1. Must be constructed of sturdy canvas or vinyl with grommets for hanging
2. Size may not exceed 3' high and 10' long
3. All lettering must be waterproof.

USU Internal Use

Seven (7) banner spaces are available for use to promote the USU brand, which includes: jobs, services, retail, food, events, and opportunities. These banner spaces also will be made available to all co-sponsored USU events.

Approval, design, purchase, placement, removal, and storage of banners shall be the responsibility of the USU Marketing Department. At least two (2) months advanced notice is required for banner creation and installation.

Banner locations will be determined by the USU Marketing Department based on strategy, scale, and priority. Banners will be rotated and replaced by the USU Marketing Department.

External Client Use

Three (3) banner spaces are available at the USU (Sol Center third floor façade)

Approval, placement and removal of banners shall be conducted by USU personnel coordinated through Reservation and Event Services. Banner placement will be determined by USU personnel. Banners promoting events will be hung for a one (1) week period maximum, Saturday through Friday. Clients must deliver banners to Reservation and Event Services by the Friday preceding

the reservation start date and must retrieve banners by the Monday following the reservation end date. Banners that are not retrieved within one (1) week of the reservation end date, are subject to disposal without notice.

To reserve a banner space, clients must submit a request via the Reservation and Event Services website.

POSTERS/FLYERS/NOTICES/ETC.

Flyers or brochures advertising events occurring at the USU may be placed at the information counter of each building. All materials placed at information counters not collected by the event sponsor will be discarded at the conclusion of the event.

All flyers placed on bulletin boards marked *Associated Students* within the USU must be approved through the Matador Involvement Center.

DIRECTIONAL SIGNAGE

Directional signage for events may only be posted within the USU on the same day(s) as the event. Sign holders for posting directional signage are available for groups with reservations in the USU. Sign holder reservations can be made at Reservation and Event Services.

Directional sign holders may not be placed in areas that block doorways, fire exits or paths and may not be taken outside of USU grounds. Any damage or loss of directional sign holders will be charged to the event client.

Directional signage, including balloons, may not be affixed to walls, windows, doors, walkways, handrails, trash cans or any other unauthorized location. Items found affixed to any unauthorized location will be discarded and a fee of no less than twenty-five dollars (\$25.00) per location may be assessed to the event client.

A-FRAME, SANDWICH BOARD & BILLBOARD SIGNS

A-frame, sandwich board and billboard signs may be no larger than 3' x 5'. No more than two (2) A-frame, sandwich board or billboard signs may be placed inside USU grounds (which includes all sidewalks directly adjacent to the facility) for event promotion.

No more than one (1) A-frame, sandwich board or billboard sign may be placed for the purpose of general advertising and only USU tenants and vendors may advertise using A-frame, sandwich board and billboard signs on USU grounds.

A-frame, sandwich board and billboard signs may be placed no earlier than three (3) calendar days prior to an event and must be removed within 24 hours after


event completion. It is the responsibility of the event client, USU tenant or vendor to place and remove all A-frame, sandwich board and billboard signs.

A-frame, sandwich board and billboard signs must be made of plastic, wood or metal and maintained in a good and safe condition. Billboard signs may be supported by a sturdy base or hang from a frame. All materials posted on A-frame, sandwich board or billboard signs must be professional quality, weather resistant and well secured to the sign.

A-frame, sandwich board and billboard signs may not be placed indoors or in areas that block doorways, fire exits or paths. The USU assumes no responsibility for loss, theft or damage of any A-frame, sandwich or billboard signs.

MAGAZINES/NEWSLETTERS/PERIODICALS

Magazines, newsletters, and periodicals may be displayed/distributed only in specific areas where magazine racks are located. Material that is external to the campus will be limited to non-profit literature. Outdated material will be removed and discarded without notice to the sponsor.



Debra L. Hammond

March 12, 2018

Date