

**UNIVERSITY OF WISCONSIN-MADISON
FACILITIES USE GUIDELINES**

SUBJECT: Acknowledgements by University Units and Registered Student Organizations of Non-University Revenue Support

FROM: Vice Chancellor for Legal and Executive Affairs

DATE: June 2000

General

The following guidelines have been established to aid University departments or Registered Student Organizations (hereinafter “RSOs”), when the RSO is using University facilities or lands, in acknowledging financial or material contributions, or Sponsorships, from a non-University source. They are intended to be consistent with the university advertising policy and all university policies and regulations related to the promotion of products or services on campus.

Acknowledgement Recognition

- The full logo and/or full name of the University unit or RSO must be listed as the presenter of the program/activity.
- Generally, the name or logo of the non-University underwriting entity may be used so long as the name or logo is less prominent than the size of the name or logo of the University or RSO sponsor. Photographs of the sponsor’s products or graphics depicting any product will not be permitted, unless the product and the logo are one and the same.
- The program or event must be the primary focus of publicity. For that reason, the name of the non-University entity shall not be the primary visual or auditory focus of publicity. Sponsors brand or trade name may be included.
- Acceptable forms of acknowledgement might include:

“This event has been made possible by a generous contribution [grant] from XYZ Corporation, maker of Alphabet brand widgets.”

“The cost of this publication was underwritten by the XYZ Corporation, whose principal business location is One XYZ Way, Madison, Wisconsin.”

“We would like to acknowledge [thank] the XYZ Corporation for their generous support which has made this event possible. XYZ Corporation has been in business in Madison for 75 years making the Alphabet brand widget.”

- Unacceptable forms of acknowledgement are those which are instead advertisements and might contain qualitative or comparative language, price information, and Endorsement, or an inducement to purchase, sell or use a company’s product. Examples might include:

”This event is brought to you by XYZ Corporation whose Alphabet brand widget is the best you can buy.”

“In recognition of the University’s homecoming, XYZ Corporation is offering its premier Alphabet brand widget at a reduced price of \$10.00.”

“XYZ Corporation’s Alphabet brand widget is preferred by the University over any other.”

“If you are in the market for widgets, the University recommends the Alphabet brand widget made by XYZ Corporation, whose financial support made this event possible.”

Giveaways

University units or RSOs may give away products of a non-University entity or organization only when the “giveaway” is part of a scheduled program or activity and the giveaway does not create safety, maintenance and operational concerns, conflict with existing contracts or ongoing operations of the University, and is appropriate to the mission of the University.

Any language or visual image that might imply an Endorsement by the University is not allowed on the “giveaway” product.

Revenue Producing Activities

- All revenue producing activities conducted in University facilities or on University grounds are covered by the above policies and guidelines.
- A “revenue producing” activity is defined as any use of University facilities or University lands that produces revenue, including activities that involve donations, sales and/or purchases, admission fees, and the like.
- If the University sponsor receives money or other incentives for services, a written contract for services between the University sponsor and the non-University entity is required. Such a contract should specify or incorporate all applicable costs or rental fees and any time and manner limitations.

Liability

The Board of Regents and the University of Wisconsin System, as an agency of the State of Wisconsin, is self-funded for liability (both public and private) under s.895.46(1) of the statutes. As a result, such protection is applicable to officers, employees, and agents while acting within the scope of their employment. Since this is statutory protection, there is no liability policy as such that can be extended to provide liability to RSOs, other individuals or entities.