

## **Policy XIII**

### **Advertising & Sponsorship**

- 13.01** All calls, letters, meetings and emails regarding advertising and sponsorship opportunities are to be done by the Advertising Manager.
- 13.02** Each position listed below must be consulted with regarding the events and opportunities which fall under their individual job descriptions:
- Publications Editor
  - Fountain Play Centre Operations Manager
  - Fountain Play Centre Programming Manager
  - Information Services Manager
  - Food and Beverage Manager
  - Student Resource Centre Manager
  - Communications Coordinator
  - Vice President Student Life
- 13.03** Any ads or sponsorship for events that do not fall under a job description may be handled completely by the Advertising Manager
- 13.04** Casual staff may not be hired to solicit advertising or sponsorship, unless they have the approval of the Advertising Manager.
- 13.05** No manager is permitted to solicit advertisements or sponsorship without the knowledge and consent of the Advertising Manager. Each manager should go through the Advertising Manager if at all possible.
- 13.06** All ads must not go against the Mount Saint Vincent University or the Mount Saint Vincent University Students' Union mission statements, and may not contain material that depicts the following:
- a. Material that demeans or discriminates based on gender, race, sexuality, age, disability or religious beliefs.
  - b. Sexually explicit material.
  - c. Material that promotes alcohol, illegal drugs, or tobacco.
- 13.07** All advertisements must be submitted to the Executive, General Manager and or Advertising Manager for approval before printing.