

SUBJECT: Acceptance of Sponsorship by Alcohol Companies	Effective Date: 8/29/2016	Policy Number: 2-300	
	Supersedes:	Page 1	Of 3
	Responsible Authority: Vice President for Communications and Marketing		

APPLICABILITY/ACCOUNTABILITY

This policy applies to all members of the university community.

BACKGROUND INFORMATION

Sponsorship is an important method for securing much-needed revenue for the university as well as expanding the reach and visibility of UCF intellectual property. However, given its impact on our student populations and our brand, alcohol company sponsorship should be pursued with care. A policy is, therefore, necessary to clarify when sponsorship by alcohol companies is allowable, and under what guidelines.

POLICY STATEMENT

Authorization of alcohol sponsorship and the use of UCF intellectual property by alcohol sponsors may be granted only by the vice president for communications and marketing. Sponsor promotions must comply with the requirements of this policy and UCF will have veto power over any sponsor promotion. The university will:

- allow beer and wine sponsorship only. Hard liquor sponsorships are prohibited;
- require responsibility messaging wherever alcohol sponsors use the UCF logo and marks;
- require that UCF logos and marks shall not be of greater visual prominence than the sponsor's mark; and
- direct 15 percent of new alcohol sponsorship proceeds towards the Alcohol and Other Drug Prevention Programming Office or services/education provided by the sponsor to support campus alcohol education programs that encourage informed and responsible decisions about the use or nonuse of alcohol.

Alcohol Sponsor Promotions

Alcohol sponsor promotions utilizing UCF marks shall not:

- use students or actors/models to portray college students in advertising;
- contain indecent or profane material or demeaning, sexual, or discriminatory portrayal of people;
- encourage any form of alcohol abuse or emphasize amount and frequency of use;
- violate the principles of the university's Affirmative Action/Equal Opportunity Policy;
- portray drinking as a solution to problems or an aid to social, sexual, or academic success; or
- provide alcoholic beverages as awards or prizes.

Alcohol Sponsors

Approved alcohol sponsors shall not:

- encourage alcohol use or imply that alcohol use improves tasks that require skilled reactions such as sports, driving, or operating machines;
- put university marks on bottles or cans, or specialty non-logo “black and gold” packaging to imply association; or
- have billboards utilizing UCF marks within three miles of the main Orlando campus.

Approved alcohol sponsors may:

- put college marks on point-of-sale advertising at retail outlets, however UCF marks cannot be used in concert with “sales promotions” messages (e.g., a Bud Light promotional banner that includes “Drink Responsibly” alongside UCF logo is allowed, but a Bud Light banner promoting cases for \$14.99 alongside a UCF logo is not allowed);
- have alcohol sponsor marks and school logos appear on co-branded merchandise such as t-shirts, hats, koozies or coolers;
- have access to traditional sponsor assets such as hospitality and tickets; or
- provide a “beer garden” or “Tailgate Zone” at sporting events.

All on-campus activities involving alcohol are governed by Florida statutes, UCF Regulation 4.035 Alcoholic Beverages on Campus, UCF policy 3.115. 1 Alcoholic Beverages on Campus, and the UCF Drug-Free Policy. Additional information and safety tips related to the consumption of alcohol may be found on the UCF Police website. Links are provided below.

DEFINITIONS

Sponsorship. Refers to the legal arrangement in which a non-UCF entity may lawfully use UCF intellectual property for promotional purposes.

RELATED DOCUMENTS

UCF Regulation 4.035 Alcoholic Beverages on Campus

http://regulations.ucf.edu/docs/notices/4.035AlcoholicBeveragesonCampus_finalApr09.pdf

UCF Policy 3.115.1 Alcoholic Beverages on Campus

<http://policies.ucf.edu/documents/3-115.1AlcoholicBeveragesOnCampus.pdf>

UCF Drug-Free Policy

<http://whps.sdes.ucf.edu/ucfdrugfreepolicy>

UCF Policy 2.207 Licensing and Use of University Owned Copyrighted Materials and Trademarks

<http://policies.ucf.edu/documents/4-002.2UseOfInformationTechnologiesAndResources.pdf>

Police Information – Alcohol & Drugs

<http://police.ucf.edu/drugs-alcohol>

Florida Statutes Chapters 561 – 565, Alcoholic Beverages

http://www.leg.state.fl.us/Statutes/index.cfm?App_mode=Display_Index&Title_Request=XXXIV#TitleXXXIV

CONTACTS

For review and approval or questions related to this policy please contact Communications & Marketing, at thope@ucf.edu.

INITIATING AUTHORITY Vice President for Communications and Marketing

POLICY APPROVAL (For use by the Office of the President)	
Policy Number: <u>2-300</u>	
Initiating Authority: <u></u>	Date: <u>8-26-16</u>
University Policies and Procedures Committee Chair: <u></u>	Date: <u>8/25/2016</u>
President or Designee: <u></u>	Date: <u>8/29/16</u>