



POLICY REGARDING PHYSICAL ADVERTISING IN UNIVERSITY FACILITIES

No: 6-10

Date: October 2024

Authority: Wis. Admin. Code § UWS 18.08(9) (Posting and Signage)
Wis. Admin. Code Ch. UWS 21 (Use of University Facilities)

Initiator: University Marketing Committee

Responsible Party: Vice Chancellor for Marketing, Communications & University Relations

I. Purpose.

The University of Wisconsin-Milwaukee (“UWM”) recognizes that allowing unaffiliated entities, organizations, and individuals to engage in advertising and other promotional activities in UWM facilities has the potential to generate revenue and other non-financial benefits for UWM. However, as a public institution, UWM also has an obligation to protect its reputation and image, to avoid the appearance of endorsing specific products or activities, and to ensure that advertising does not have negative effects on the University’s mission, including the delivery of educational services. Therefore, UWM has adopted this Policy regulating physical advertising in UWM Facilities.

II. Policy.

An unaffiliated entity, organization, or individual may advertise on or within the physical structure(s) of UWM Facilities solely as allowed by this Policy. UWM units interested in soliciting and/or accepting advertising may choose whether to accept or decline based on an assessment of the overall benefit or impact for the unit and/or UWM.

UWM reserves the right to and will refuse any advertising that it considers unacceptable. Advertising on campus physical structures is **unacceptable** when it:

- Promotes universities other than UWM;
- Directly competes with a service offered by UWM in the same facility as the advertising appears;
- Conflicts with other UW System or UWM policies;
- Adversely affects UWM’s reputation;
- Appears to create an endorsement by UWM of a particular company, product, political candidate, or public policy;
- Is obscene, indecent, or profane;
- Ridicules, exploits, or demeans persons on the basis of a legally protected characteristic such as age, citizenship, color, creed, disability, gender or gender identity, national origin, race, religion, sex, sexual orientation, or veteran status;

- Promotes tobacco; or
- As otherwise determined by UWM in its sole discretion.

UWM may permit advertising of alcoholic beverages in University Facilities only when the primary audience of the associated program or activity is non-students. When permitted, the content of any alcoholic beverage advertisement must not appear to encourage the misuse of such beverages, must include specific warnings against abusive or unsafe use of alcohol, and/or must directly and conspicuously promote responsible use of alcohol. Advertising by alcohol companies or distributors must be submitted to the Vice Chancellor for Marketing, Communications & University Relations for review and approval prior to acceptance.

III. Definitions.

Advertising: Any signage, logo, packaging, imprint, promotion activity, or communication that promotes or markets a non-UWM product, service, event, or entity/organization.

Physical Advertising: Advertising fitting the above definition that is installed, affixed to, or appears on the interior or exterior of UWM campus structures. Examples include banners, murals, elevator wraps, and wall decals. This does not include postings on public bulletin boards.

UWM Facility: Any building owned by, leased by, or otherwise subject to the control of UWM.

IV. Advertising and Sponsorship Procedures.

- A. Proposed advertising must be supported by a UWM college/school, department, program, or unit, which must complete UWM's Advertising Approval Request Form (Attachment 1) and submit a signed Advertiser Acknowledgement Form (Attachment 2) prior to installation.
- B. The Form must be approved by the following:
 - The Associate Vice Chancellor for Facilities, Planning and Management;
 - The relevant Building Chair;
 - Any department heads within the same immediate physical space as the advertising;
 - The UWM Brand Committee; and
 - The Vice Chancellor for Marketing, Communications & University Relations.

V. Exemptions.

This Policy does not apply to the campus radio station (WUWM). Other exemptions may be granted by the Vice Chancellor for Marketing, Communications & University Relations or their designee.


VI. Revenues.

Revenues from advertising subject to this policy should be directed toward the benefitting unit, and revenue sharing must be established in writing in advance on the Advertising Request Form (Attachment 1). UWM Business & Financial Services should be consulted as to allowable accounts, payment structures, and use of revenues.

VII. Questions.

Questions about this Policy should be directed to the UWM Brand Committee, which may seek additional information and/or consult with the Vice Chancellor for Marketing, Communications & University Relations or other UWM departments at its discretion.

Attachment 1

	<p>On-Campus, Physical Advertising Request Form</p>
<p>Requesting Department/Unit:</p>	
<p>UWM Contact:</p>	
<p>Contact Email:</p>	
<p>Please describe the advertising. If possible, attach a sample.</p>	
<p>Where will the advertising be located?</p>	
<p>When will the advertising be installed? (Specific date)</p>	
<p>When will the advertising be removed? (Specific date)</p>	
<p>How much revenue will the advertising generate?</p>	
<p>If the revenue is to be split between departments, how it will be divided?¹</p>	

¹ Note the following revenue sharing:

- UWM Facilities must retain at least three (3) percent of the gross revenues for advertising in Facilities they manage. Self-managed campus facilities such as University Housing and the UWM Student Union are exempt from this charge.
- The Division of Marketing, Communications & University Relations must retain at least twenty (20) percent of the gross revenue where it is the lead generator and/or negotiates an agreement on behalf of a unit.

How will the revenue be used by the unit(s)?	
Will UWM incur any direct or indirect costs as a result of the advertising?	
Describe any alterations to UWM facilities as a result of the advertising. Example: Anchors placed.	

I hereby certify and agree that the above-described advertising does not detract from UWM’s mission or the intended purpose of the UWM Facility or Publication.

Associate Vice Chancellor for Facilities,
Planning and Management

Building Chair

UWM Brand Committee Chair

If several departments/units share the space, their chairs must sign:

Signature Department/Unit Name

Signature Department/Unit Name

Signature Department/Unit Name

This request is:

Approved

Denied

Returned for modifications (please attach comments/instructions)

Vice Chancellor, Division of Marketing,
Communications & University Relations

Date

Attachment 2: Advertiser Acknowledgement

In consideration of being permitted to advertise in UWM Facilities, the undersigned entity, organization, or individual (“Advertiser”) agrees as follows:

1. **No Endorsement.** Advertiser acknowledges and agrees that UWM’s approval of the requested advertising does not constitute endorsement by UWM or the State of Wisconsin of the views, objectives, philosophy or ideology expressed or otherwise propounded by the Advertiser. Advertiser agrees that they will not represent themselves in any way as being endorsed by UWM.
2. **Installation Costs:** Advertiser acknowledges and agrees to be responsible for the cost of installation and removal of the advertising, as well as the cost of any restoration needed to return the space to its original condition when the advertising is removed.
3. **Liability.** Advertiser hereby assumes full financial responsibility for its advertising, and agrees to indemnify and hold harmless the Board of Regents for the University of Wisconsin System on behalf of the University of Wisconsin-Milwaukee, and all of its officers, employees, and agents from any actions or causes of action, claims, demands, liabilities, loss, damage, injury, cost or expense of whatever kind caused by, arising out of, or in connection with its advertising in UWM Facilities.
4. **UWM’s Name.** Advertising does not automatically give the Advertiser the right to use any UWM trademarks, names, or logos. In limited circumstances, an Advertiser may be granted permission to use UWM trademarks, names, or logos after receiving written approval from the Vice Chancellor for Marketing, Communications & University Relations or their designee.

The undersigned represents and warrants that they have the authority to agree to the above terms and conditions.

Name (printed): _____

Title: _____

Signature: _____ Date: _____