UWG PROCEDURE 5.5.2, Procedures for Non-Affiliated Organizations
Authority: UWG POLICY 5.5 (Sales, Advertising, & Solicitation on Campus)

The Chief Business Officer, pursuant to the authority of UWG Policy 5.5, establishes the following procedures for use by Non-Affiliated Organizations to comply with the Sales, Advertising, and Solicitation on Campus Policy:

A. Definitions

1. **Advertising** – announcements or messages intended to persuade members of a target market or audience to purchase or use products, services, organizations, or ideas including First Amendment protected speech. All forms of advertising used on campus must be approved by the Chief Business Officer or his/her designee, to include:
   a. **Direct Advertising** – documented information that promotes a service or product (e.g. Post cards, newspapers, magazines, flyers, electronic distributions, etc.)
   b. **Indirect Advertising** – an unwritten methodology that promotes a service or product (e.g. distribution of product samples, human billboards, open-air preaching, etc.)

2. **Advisor** – faculty, staff, or alumni who are assigned to a student or a student organization for the purposes of mentoring and assisting the student or organization with requirements related to academic programs or university events.

3. **Affiliated Organization** – as defined by the Board of Regents Policy Manual, Policy 17.1; includes University of West Georgia Foundation, University of West Georgia Real Estate Foundation, and the University of West Georgia Athletic Foundation.

4. **Approved Contracts** – those contractual agreements that have been submitted through the designated University procurement or review processes and include all of the required signatures.

5. **Authorized Events** - activities that are approved by the appropriate University officials, and are characterized by the rental of university facilities or space and the congregation of students, faculty, staff, or guests for student services events, including, but not limited to University athletic or academic purposes. **NOTE:** Transactions conducted by Academic, Student, or University units for purposes directly related to academic or athletic instruction are not considered Auxiliary Services but would be considered Authorized Events, and therefore are not subject to these requirements. However, recurring transactions of a similar nature MUST be approved by the President or designee as required by Board of Regents Policy Section 8.2.15.1. Please refer to the Dean of the College or the Provost for any requirements related to such transactions.

6. **Auxiliary Services** – “an activity that exists to provide a service directly or indirectly to students, faculty or staff, and for which a fee is charged that is related to, but not necessarily equal to, the cost
of the service” – includes housing, food services, stores, health services, transportation and parking, etc. See, Board of Regents Business Procedures Manual, Section 15, Introduction.

7. Business Activity – includes any undertaking of an individual or group which encompasses the production, sale, and distribution of products or services. The sale and distribution of products and services includes any method of marketing through direct or indirect selling. This includes any promotional literature.

8. Charitable Organization – a non-profit, tax exempt organization that devotes all resources to philanthropic and social goals serving the public interest or common good; for students and student organizations, the Advisor will review the charitable organization’s documentation to determine if it meets this definition for purposes of these Procedures; in all other situations, the Vice President of University Advancement or his/her designee will make the final decision as to whether an organization meets the definition for the purposes of these procedures.

9. Chief Business Officer – shall be used interchangeably with the Vice President of Business and Finance unless the University has designated otherwise in its Organizational Chart

10. Commercial – related to the buying or selling of goods and services for profit

11. Cooperative Organization – for purposes of these procedures, see definition for “Affiliated Organization”.


13. Electronic Mail Distribution List - any list service or application that distributes electronic messages to UWG employees or students (using the “westga.edu” extension, including but not limited to, “All Faculty” and “All Staff”.

14. Foundation – for purposes of these Procedures, see definition of “Affiliated Organization”.

15. Fundraising – the solicitation or collection of contributions (cash or of other value)

16. Newspapers/Magazines – a publication issued at regular intervals, and commonly containing news, comment, features, and advertising; for the purposes of these Procedures, UWG reserves the right to limit the placement or sale of publications that do not advance its educational mission.

17. Non-Affiliated – any individual, business, or organization that is not authorized by Board of Regents or University of West Georgia policies for purposes related to the mission of the University.

18. Non-commercial written materials- pamphlets, handbills, circulars, newspapers, magazines and other materials that support University events or are otherwise protected by the First Amendment.

19. Raffles/Prize Drawings – as defined by O.C.G.A. § 16.12.22.1, “any scheme or procedure whereby one or more prizes are distributed by chance among persons who have paid or promised consideration for a chance to win such prize. Such term shall also include door prizes which are awarded to persons attending meetings or activities provided that the cost of admission to such meetings or activities does not exceed the usual cost of similar activities where such prizes are not awarded”.

20. Sales – an exchange of mutual benefit among parties; for the purposes of these procedures, “Sales” means an exchange of money for goods or services.
21. Solicitation – the act of seeking an exchange of mutual benefit among parties; includes, but is not limited to, actions seeking attendance at venues, cash contributions, purchase of goods or services including First Amendment protected speech.

22. Sponsorship – the payment of costs or benefits in return for the right to conduct business.

23. Student Conduct Code – for the purposes of these procedures, the UWG Student Conduct Code as found under the Vice President for Student Affairs and Enrollment Management, and as carried out by the Dean of Students.

24. University Unit – For the purpose of these procedures, a University Unit includes academic departments, class-related events (e.g. practicum), staff organizations, and similarly organized University groups.

25. UWG Campus – for purposes of this Policy and Procedures, “UWG Campus” refers to all University of West Georgia facilities, grounds, equipment, instructional sites, centers, and real estate that are owned by, or under the control, of the University.

B. Sales on Campus or at University Events

1. Individuals or businesses wishing to sell or solicit the payment of funds for goods or services must contact the Office of Auxiliary Services in the University Community Center for approval.

2. Commercial sales activities will be limited to the University Community Center, are subject to space availability, and must adhere to University System of Georgia’s guidelines and policies in addition to the requirements stated herein.

3. All applicants must present a valid State of Georgia Occupational Tax Certificate. The University will retain a photo copy of the Certificate, along with the driver’s license from an officer or authorized representative of the vendor. The University may ask the Department of Public Safety to verify the status of any vendor on campus.

4. The vendor may not set up without written approval from the Associate Vice President of Auxiliary Services.

5. A fee of $50 per day or 10% of gross sales, whichever is greater, made payable to the University of West Georgia is required following the conclusion of the sales activities. This fee shall be paid in the Auxiliary Services office on the day of, or before the date of, the event.

6. Non-affiliated individuals, organizations, or commercial businesses will be limited to a one-day sale or solicitation per semester. The period will be between the hours of 9:00 AM and 4:30 PM Monday - Friday. No sales or solicitations are allowed during the first two weeks of each semester.

7. Vendors must be prepared to provide their own table(s), chair(s), and extension cords to display their products. At its sole discretion, the University may deny the use of certain equipment, or may provide limited set-up assistance for purposes related to safety.

8. Newspapers and magazines may be sold through coin-operated vending racks approved by, and at locations designated by, the Associate Vice President of Business and Auxiliary Services or his/her designee. Only one rack per newspaper may be placed at each authorized location.
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Newspapers may be given away through approved readership programs and using appropriate newspaper racks in locations approved by the Associate Vice President of Auxiliary Services in consultation with the appropriate Division Vice President(s).

Additional Requirements

Auxiliary Services is the institutional unit authorized by the Board of Regents to conduct sales of goods and services on campus (i.e., textbooks, University merchandise, food services, printing, etc.). See, Board of Regents Business Procedures Manual, Section 15. Although most sales will be authorized through contractual arrangements with vendors, all other sales (including sales to benefit charitable organizations) must be submitted to and approved by the Associate Vice President of Auxiliary Services. The following sales may also require additional approvals:

1. Raffle Tickets for Cash Awards or Prizes:
   Raffle tickets for cash awards or prizes require the approval of the Carroll County Sheriff’s Office and the Advisor (for students or student organizations) or Vice President of University Advancement or his/her designee (for employees).
2. “All Faculty,” “All Staff,” or other Electronic Mail Distribution Lists:
   Sales or solicitation through Electronic Mail Distribution Lists for personal goods or services that result in the exchange of money or cash donations is prohibited unless approved in advance by the Vice President of University Advancement or his/her designee in consultation with the Chief Business Officer.

C. ADVERTISING on Campus

1. Direct advertising by non-affiliated individuals, organizations, or commercial business of goods or services on campus is permitted only in campus publications approved by the Chief Business Officer (e.g. West Georgian, Perspective, etc.), Athletic Programs, newspapers, magazines, or by direct U.S. Mail, or as otherwise may be authorized in contractual arrangements approved by the Chief Business Officer or his/her designee.
2. Non-commercial written materials, including petitions for signature, may be distributed on a person-to-person basis in the area in front of the University Campus Center (UCC), provided the Individual, Organization, or Business has obtained approval from the Associate Vice President of Auxiliary Services and provided the distribution does not block access to university buildings or disrupt classes or educational activities.
3. Indirect advertising of goods and services offered by non-affiliated individuals, organizations, or commercial businesses may be purchased, with approval by the Chief Business Officer, through University units, such as the Townsend Center, Athletics Department, and the Coliseum, as ad space in The West Georgian, or for use in program guides or ticketing materials related to Authorized Events.
4. No organization, at any time either on or off-campus, may use the University of West Georgia’s name, logos, trademarks, or brands (which tend to suggest that the University supports or endorses any product, position, or ideology of that organization) without express written consent of the Chief Business Officer.

D. SOLICITATION/SPONSORSHIP/FUNDRAISING on Campus or at University Events

1. Solicitation and fundraising by Non-Affiliated Individuals or Commercial Businesses are prohibited except as otherwise may be stated in these procedures.

2. Corporate sponsorship of University activities by private business enterprises are permitted when approved by the Vice President of Business and Finance or by the President, except companies:
   a. That involve or promote alcohol or tobacco usage, or that advertise or promote sexually explicit products;
   b. Whose products compete with business enterprises contracted through Auxiliary Services; or
   c. Whose mission is adverse to the mission of the University.

3. The University reserves the right to accept or reject any and all sponsorship activities.

E. Additional Guidelines Published by University Units

Any unit of the University may publish guidelines that address these issues as it applies specifically to its Unit. In the event any Unit specific guideline conflicts with the UWG Policy 5.5 or its associated procedures, the policy and procedures will control.

Issued by the Chief Business Officer, the 23rd day of June, 2016.

Signature, Chief Business Officer

Reviewed by President: N/A

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