

**ADVERTISING AND PROMOTIONAL ACTIVITIES ON COLLEGE PROPERTY POLICY**

<b>Policy Name:</b> Advertising and Promotional Activities on College Property	<b>Responsible Owner:</b> Vice President, Public Affairs	<b>Created:</b> 2003 Jul
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**A. PURPOSE**

This policy provides guidance around External Commercial Activities, such as Advertising and the promotion of goods and services, on College Property. Such activities are centrally regulated and must be consistent with the College’s core purpose and mandate.

**B. SCOPE**

This policy applies to all activities conducted by External Groups on College Property, whether physical or digital.

**C. DEFINITIONS**

**Advertising:** Any media, physical or digital, used to promote the activities of an External Group (e.g., organization, product, service or event). This includes, but is not limited to, posters, banners, signs, handbills, flyers, leaflets, brochures, samples, giveaways, digital imagery, audio broadcasts and any other promotional activity.

**Bulletin Boards:** College Property designed to display notices and information in the form of posters or signs.

**College Community:** All College employees, students and Board members, and any other person who is contractually obligated to comply with College policy; for the purposes of this policy, includes all contractors, suppliers, visitors and users of campus facilities, and any other person participating in any College-related activity or attending on College premises.

**College Property:** In addition to the College’s physical campuses and centres, includes, for the purposes of this policy, technology and technological spaces—such as websites, intranets, online learning platforms and social media channels—that are managed by the College.

**External Commercial Activities:** Advertising and/or the promotion of goods or services from outside the College Community on College Property, on either a for-profit or a not-for-profit basis.

**External Groups:** Any group that is not affiliated with the College or sponsored by the College, including but not limited to commercial, not-for-profit and community groups.

**Promotional Activities:** Activities that encourage the sale or exchange of goods or services.

#### D. POLICY STATEMENTS

1. Douglas College has the right to restrict where, when and how any Advertising and Promotional Activities appear on College Property.
2. All Advertising displayed on College Property is subject to Advertising Standards Canada guidelines including, but not limited to, the *Canadian Code of Advertising Standards*.
3. Advertising and Promotional Activities are prohibited in classrooms, labs and other areas dedicated primarily to academic instruction.
4. Advertising and Promotional Activities that promote the use of alcohol, tobacco, cannabis, e-cigarettes, firearms or other weapons are prohibited.
5. Advertising and Promotional Activities that could be considered hateful, racist or discriminatory or that contribute to an unsafe environment are prohibited.
6. As a non-partisan institution, the College welcomes political discussion and discourse in general, including in the context of club activities, and may host meetings or forums for political parties or candidates, providing all parties are provided equal opportunity to participate. However, Advertising and Promotional Activities intended to advance political candidates or parties for federal, provincial or municipal elections are prohibited.
7. Advertising and Promotional Activities must be conducted and/or printed in English or include an English translation.
8. Advertising and Promotional Activities on College Property must be approved through the Office of the Vice President, Public Affairs, with the exception of activity relating to Bulletin Boards, which is approved by Facilities or by the Douglas Student Union.
9. Any revenue obtained through Advertising or Promotional Activities on College Property will be dedicated to supporting Douglas College students, programs, special projects or equipment.

10. The naming of College assets falls under the purview of the Douglas College *Naming Policy*.

**E. PROCEDURES**

All requests for Advertising and Promotional Activities should be forwarded in a timely fashion to the Office of the Vice President, Public Affairs, for consideration and consultation.

[Standard Operating Procedures](#) (for internal users)

- Fundraising on Campus
- Gaming Activities
- Gift (In Kind) Agreement

**F. SUPPORTING FORMS, DOCUMENTS, WEBSITES, RELATED POLICIES**

[Administration Policies](#)

- *Conflict of Interest*
- *Fundraising and Sponsorship*
- *Naming*
- *Respectful and Inclusive Environment*
- *Use of College Facilities*
- *Use of Douglas College Concourse and Atriums*

**G. RELATED ACTS AND REGULATIONS**

- [Canadian Code of Advertising Standards](#)

**H. RELATED COLLECTIVE AGREEMENTS**

N/A