

**Guidelines for Sponsor, Partner and Third-Party Promotion
July 2018**

Display of	Location	Allowable?	Clarification	Notes
Sponsor's Name or Logo	In and on any Rutgers website, publication, communication, or university asset	Conditional	Display of third-party logo may be acceptable when acknowledging sponsors, provided a contract is in place and has been approved by University Brand & Marketing. Value statements (comparative or qualitative) are prohibited. Disclosure and disclaimers are required.	Excludes recruitment materials, communications with students related to academic programming, fundraising communications, course catalogs and schedules, campus landscape amenities, and within or on-campus academic and general administrative buildings.
Research Partner's Corporate Logo	In and on any Rutgers website, publication, communication, or university asset	Conditional	Display of third-party logo may be acceptable when acknowledging sponsors, provided a contract is in place and has been approved by the vice president for research and sponsored programs and/or a designee. Value statements (comparative or qualitative) are prohibited. Disclosure and disclaimers are required.	
Direct Links to Third-Party Online Stores	On any Rutgers website	No	Advertising and commercial content are not directly related to the academic mission of the university. Endorsement and unrelated business income tax (UBIT) restrictions apply.	
Credit Card Logos (to identify acceptable forms of payment)	On any Rutgers website	Conditional	Use of the credit card must have been approved. Processes must comply with Payment Card Industry (PCI) standards.* Transaction must be related to the unit's primary purpose. Logos are to be displayed in connection with the transaction (not "disconnected," such as on a homepage).	*The Payment Card Industry (PCI) Data Security Standard was created by major credit card companies to safeguard customer information. Visa, MasterCard, American Express, and other credit card associations mandate that merchants and service providers meet certain minimum standards of security when they store, process, and transmit cardholder data.
Third-Party Advertising	Student web publications	Yes	This is considered student training and experience; therefore, it is part of the university's mission. Not subject to UBIT.	
	Student websites (not publications)	No	Advertising and commercial content are not directly related to the university's academic mission.	
	Registered Student Organizations (RSOs)	Conditional	Display of a third-party logo and/or advertising may be acceptable when an organization provides monetary or trade-in-kind support to a student group. Disclosure and disclaimers are required.	
	University web magazines or newsletters	Yes	Only if the information in the publication is optional and isn't necessary for academic pursuits AND if the piece accepts advertising in its printed form. Generally subject to UBIT.	
	Official university publications printed or online such as course catalogs and the New Brunswick Campus Viewbook	No	Advertising and commercial content are not directly related to the university's academic mission.	
	University websites (departmental/unit/program)	No	Advertising and commercial content are not directly related to the university's academic mission.	
	Alumni, athletics, arts and lectures, human resources (employee benefits only)	Conditional	Display of a third-party logo and/or advertising may be acceptable when the vendor provides discounts to university members, or rebates to the university. Disclosure and disclaimers are required. Generally subject to UBIT.	

For more information, see *Endorsements & Sponsorships* at communications.rutgers.edu or contact April Coage at april.coage@rutgers.edu.