Guidelines for Sponsor, Partner and Third-Party Promotion

Outlined by University Communications and Marking relating to policy 80.1.4
Displaying a Sponsor Name or Logo

• Acknowledging sponsors is OK – this is a statement of fact
• Can be shown in/on Rutgers websites, publications, communications, or university assets – labeled as a sponsor
  – “Sponsored by” or “In partnership with” is recommended language to include
  – Link to an “About” or program page – not to a sales page
• Should NOT appear on assets, materials or communications used to recruit students, or materials students must use to complete academic coursework
• Value statements (comparative or qualitative) are prohibited – these statements are considered endorsements
Displaying Research Partner's Corporate Logo

• Acknowledging partners is OK – this is a statement of fact
• Can be shown in/on Rutgers websites, publications, communications, or university assets – labeled as a partner
  – “Sponsored by” or “in partnership with” is recommended language to include
  – Link to an “About” or program page – not to a sales page
• A contract must be in place that has been approved by the vice president for research or a designee
• Value statements (comparative or qualitative) are prohibited – these statements are considered endorsements
Links to Third-Party Online Stores

• Allowed if the store is run by a Rutgers licensed vendor and is operating on behalf of an official Rutgers department or group
• Links to third party sales or services pages are not permitted
  – Links imply endorsements
Display of Credit Card Logos

• Allowed on websites to identify acceptable forms of payment
  – Logos are to be displayed in connection with the transaction (not "disconnected," such as on a homepage).

• Use of the credit card must be approved

• Processes must comply with Payment Card Industry (PCI) standards
  – PCI Data Security Standard safeguards customer information. Major credit cards mandate that merchants and service providers meet minimum standards of security when they store, process, and transmit cardholder data

• Transactions must be related to the unit's primary purpose
Third-Party Advertising IS Allowed in:

- **Student Publications**: Are considered student training and experience, therefore, it is part of the university's mission.
- **Official Student Organization Materials**: Can include a third-party logo and/or advertising if a third-party provides monetary or trade-in-kind support to the student group.
- **University Magazines or Newsletters**: Can accept advertising only if the information in the publication is optional and isn't necessary for academic pursuits.
- **Alumni, Athletics, Employee Benefits Communications**: Third-party logo and/or advertising may be acceptable when the vendor provides discounts to university members, or rebates to the university.
Third-Party Advertising IS NOT Allowed In:

- Faculty or Student websites hosted by the university
- Official university publications printed or online such as course catalogs and campus viewbooks
- University websites (departmental/unit/program)
More Questions?

- Read: Policy 80.1.4
- Visit: communications.rutgers.edu
- Email: contactus@ucm.rutgers.edu