

University Union Marketing Reservation Policy

1. Purpose

- A. The University Union Marketing Department offers reservable items and spaces to UW-Green Bay on-campus clients at no charge*. The purpose of reserving items or spaces is to promote events, services, or specials at UW-Green Bay.
- B. Reservations are open to University Union staff, departments within the Division of Student Affairs and student organizations. Other departments will receive consideration based on demand.
- C. The University Union and Student Engagement Center will always receive precedence when requests from multiple departments are received.

2. Display Guidelines

- A. Any displays promoting an event must be open to all UW-Green Bay students.
- B. All event-based displays must contain, in clear and conspicuous lettering, the following information:
 - a. The University sponsor department or organization of the event
 - b. The date and time for the event
 - c. The name of the event and its purpose
 - d. Location of the event
- C. All items, banners and other displayed items must follow the educational mission of the University. Any racist, degrading and/or potentially offensive content is not allowed and is subject to immediate removal.
- D. Advertising of alcohol or controlled substances is not allowed.
- E. If an event deals with sensitive topics, such as sexual assault, harassment, etc. a copy of the display must be sent to the Dean of Students Office for prior approval.
- F. The University Union reserves the right to remove any displays that violate policy.

3. Reservation Process

- A. All clients must fill out the University Union [Marketing Reservation form](#) if they wish to reserve an item or space. The form can be found on the University Union [Marketing Services Page](#).

4. Reservable Items & Spaces

- A. Table Tents:** Table tents are displayed throughout the University Union in our dining locations and are rotated weekly. They are used to promote specific event(s), campaigns, or recruitment efforts.
 - a. Availability: Weekly, in order of requests received
 - b. Exposure: Table tents are distributed in the following locations
 - i. Cloud Commons
 - ii. Phoenix Club
 - iii. Common Grounds Coffeehouse
 - iv. Various tables and study spots in the University Union

- c. Limitations:
 - i. Table tents will only display events that are occurring during the current week. Exceptions will be made for events that have a pre-registration date.
 - ii. If additional spots are available, departments outside the Division of University Inclusivity & Student Affairs may submit one request per week.
- B. Sandwich Boards / A-Frames:** Sandwich boards, also known as A-Frames, are used to display 24x36" (2x3') banners in hallways or outside rooms. They are used to attract attention to an event or help direct traffic.
- a. Availability: Day-to-day, up to one month, in order of requests received
 - b. Types of Sandwich Boards:
 - i. Option 1: Display a printed banner by affixing it to the board.
 - ii. Option 2: Create your own artwork by utilizing a chalk board and chalk markers.
 - 1. Chalk markers must be returned upon finalization of artwork
 - c. Limitations:
 - i. Sandwich boards are not available for student organizations to reserve. However, an organization's advisor or department may reserve items on behalf of the student organization.
 - ii. Sandwich boards are for interior use ONLY. Special permission may be granted to University Union or Student Engagement events on days where inclement weather (rain, snow, heavy winds, etc) is not forecasted.
 - iii. Delivery is available to departments that are accessible via the concourse (tunnels) as to avoid exposing the sandwich boards to the outdoors.
 - iv. Sandwich boards should be cleaned with a wet rag or paper towel before being returned.
 - v. Sandwich boards should be returned promptly after use. Clients should indicate if they need sandwich boards delivered and/or picked up.
- C. Banner Frames:** There are two sets of three 24x36" (2x3') banner frames in the University Union. They are used to promote specific event(s), campaigns, or recruitment efforts.
- a. Availability: Weekly and bi-weekly, in order of requests received
 - b. Locations
 - i. Main Level: Housing entrance airlock
 - ii. Lower Level: Phoenix Club exterior
 - c. Limitations
 - i. If a client has pre-approved artwork they need printed, the University Union Marketing Department will print* and display the banner for the confirmed dates. The client may pick up their banner after their reservation has ended, or the banner may be recycled after use.
 - ii. If a client has a banner that is already printed, they should visit the third floor of the University Union to drop it off so the University Union Marketing Department staff may display the banner. The banner will also need to be approved by the University Union Marketing & Graphic Design Specialist. The client may pick up their banner after their reservation has ended, or the banner may be recycled after use.
 - iii. Clients should *not* remove an existing banner or tamper with the frames.

- D. Chalk Wall:** There is one chalk wall immediately outside the Phoenix Club entrance that is available to reserve. It is used for promoting an event, activity, or special by utilizing hand-drawn artwork and lettering with chalk.
- a. Availability: Bi-weekly, up to one month, in order of requests received
 - b. Limitations
 - i. The University Union Marketing Department does not offer chalking services. All artwork creation and removal is the client's responsibility.
 - ii. The University Union Marketing Department will supply chalk, rags, ladder, and all other essential materials for chalking. The client is responsible for picking up and returning these items on the third floor of the University Union.
 - iii. A University Union artist may be commissioned for a fee of \$15/hour based on availability. Services may not be available during peak seasons**.
- E. Acrylic Sign Stands:** Acrylic Sign Stands fit a standard 8.5x11" piece of paper and may be displayed horizontally or vertically.
- a. Availability: Day-to-day, in order of requests received

5. Confirmation

- A. Departments must submit their reservation requests at least three business days prior to the day the reservation begins. Clients are not guaranteed a reservable item or space if a request is submitted later.
- B. Departments will receive email confirmation of their reservation within two business days (Monday-Friday, excluding legal holidays). Once the reservation is confirmed, it is the client's responsibility to ensure the University Union Marketing Department has all the necessary materials and information to complete the reservation.

6. Delivery & Pick Ups

- A. The University Union Marketing Department staff will deliver and pick up any reservable items when indicated through the request form.
- B. Clients who choose to pick up reservable items or need additional supplies may visit the third floor of the University Union to request the materials.

7. Damages

- A. If any items belonging to the University Union Marketing Department are damaged during use, the University Union Marketing & Graphic Design Specialist should be notified immediately.
- B. If any items belonging to the University Union Marketing Department become dirty or soiled during use, it is the client's responsibility to thoroughly clean it before it is returned. Clients may be subjected to an additional fee if an item is returned in worse condition than it was given.
- C. Chalk Markers: Normal wear and tear is expected. If chalk markers run out of paint, please let the University Union Marketing Department staff know so replacements can be ordered.

**Printing fees are charged separately.*

***Peak season is January 1-February 15 and August 1-September 15.*

Updated 08/10/23