

**TITLE: SALES, CANVASSING, PROMOTION, AND ADVERTISING ON CAMPUS**

**POLICY STATEMENT:**

Third party advertising is generally not permitted on the Red Deer College (RDC) campus. Individuals, groups, or organizations are generally not permitted to canvass or to sell merchandise or services on campus except as outlined below. Requests for any exceptions are submitted to the Director, Marketing and Communications.

**PURPOSE:**

The purpose of this policy is to provide guidelines for individuals, groups, and organizations wishing to conduct advertising, canvassing, promotion, or the sale of merchandise or services on campus.

**SCOPE:**

This policy applies to all internal and external individuals, groups, and organizations who wish to conduct advertising, canvassing, promotion, or the sale of merchandise or services on campus at RDC. The policy applies to all RDC campus facilities (including, but not limited to: main campus, downtown campus, residence buildings, Welikoklad Event Centre) except areas occupied by the Students' Association of Red Deer College.

**PRINCIPLES:**

1. The College is committed to providing a safe environment conducive to teaching and learning.
2. The College is sensitive to the impact that advertising, canvassing, promotion, and the sale of merchandise may have on the aesthetics and purpose of RDC facilities.
3. Advertising, canvassing, promotion, and the sale of merchandise are conducted in keeping with the educational needs or experiences of students, faculty, staff, and the institution.
4. The College encourages the free exchange of ideas and opinions.
5. The College cannot be seen to favor any particular political party, charity, religious orientation, or organization.

**DEFINITIONS:**

**Canvassing:** visiting a building or outdoor area for the purpose of requesting or seeking charitable donations, votes, or support from, or promoting services or products to RDC employees, students, or visitors.

**Designated public space:** space on the RDC campus that is open to the general public and bookable through RDC Facilities Booking Office or the Window and Table Bookings Policy of the Students' Association of Red Deer College.

**Experiential Learning:** students are given opportunities to learn in and from authentic situations on campus.

**Promotion:** the advancement of a product, idea, or point of view through publicity and/or advertising to RDC employees, students, or visitors.

**Sponsorship:** is a contracted financial alliance between a vendor and RDC. Sponsorships provide RDC with a fee or financial consideration and the sponsor benefits from market exposure (brand recognition).

**Third party advertising:** Advertising by an external group, organization or individual that can generate revenue for RDC.

#### **GUIDELINES:**

1. RDC student or employee groups may recruit members, promote the group's activities, accept donations, and pursue fundraising, including selling merchandise or services, by booking space according to the Window and Table Bookings Policy of the Students' Association of Red Deer College. Booths or displays are staffed by someone from the RDC student or employee group, not an external vendor. Booths or displays are identified by clear signage describing the fundraising activity and indicating to whom the proceeds will be directed.
2. Schools may conduct sales in conjunction with educational activities.
3. The President's Office may approve college-wide participation in community fundraising campaigns.
4. RDC staff may book designated public space for post-secondary recruitment. Post-secondary institutions that have a transfer or collaborative agreement with RDC are allowed to recruit on campus. Recruitment competitors are not permitted to recruit or promote programs on campus.
5. RDC staff may book designated public space, through the Career and Employment Coordinator, for career fairs and employers presenting opportunities for students.
6. Individuals and groups who rent campus facility space for a specific event may conduct sales and canvassing activities within the enclosed, defined rented space,.
7. Distribution of printed advertising and promotion (including, but not limited to: sales brochures, flyers, handbills, tentcards, etc.) is not permitted on campus facilities, internally or externally.
8. All sponsors are coordinated through Community Relations with sponsorship terms and conditions captured in an approved sponsorship agreement.

#### **PROCEDURE:**

1. Individuals, groups and organizations book designated public space through the Students' Association of Red Deer College or the Facilities Booking Office depending on specific requirements.
2. Request for sales or canvassing beyond activities outlined in this policy are referred to the Director, Marketing and Communications.
3. The Students' Association of Red Deer College approves posters and other items for display on designated bulletin boards only. Posters and other items cannot appear on other wall space throughout RDC campus facilities.
4. Concerns regarding sales, canvassing, promotion, and advertising on campus are referred to the Director, Marketing and Communications.

**OFFICER RESPONSIBLE:** VP College Services

**RECOMMENDING AUTHORITY:** Service Council

**CONSULTATION FOR REVIEW:** Service Council, President's Office, Students' Association, Campus Management, Facilities Booking Office, Community Relations, Marketing and Communications

**POLICY REVIEW DATE:** June 2020

**EFFECTIVE DATE:** June 1, 2016

**REVISION HISTORY:** November 12, 2001 Vendors On-site Standard Practice  
October 1, 2010 Vendors On-site Standard Practice rescinded  
  
July 1, 2004 Employers On-site Standard Practice  
October 1, 2010 Employers On-site Standard Practice rescinded  
  
February 15, 2007 Advertising and Sponsorships on Campus  
June 1, 2011 (revised and renamed Sales, Canvassing and Advertising on Campus)  
June 1, 2016 (revised and renamed Sales, Canvassing, Promotion, and Advertising on Campus)

**RELATED POLICIES:**

- [Facility Booking and Rental](#)
- [Partnerships with External Organizations](#)
- Students' Association of Red Deer College Window and Table Bookings Policy

**CONNECTION TO BOARD POLICIES:**

All RDC policies support relevant Board of Governors policies.