



# Guidelines for Sponsor, Partner and Third-Party Promotion

Outlined by University Communications and Marketing 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 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](https://communications.rutgers.edu)
- Email: [contactus@ucm.rutgers.edu](mailto:contactus@ucm.rutgers.edu)