



## **Policy on Banners in the University of Wisconsin – Milwaukee Student Union**

### **I. Eligibility**

All Registered Student Organizations (hereafter RSOs), University Departments, and Student Association (hereafter SA) election candidates registered with the SA Independent Election Commission (hereafter IEC) are eligible to reserve banner space for the purpose of advertising the organization, a service which the group offers, or an event it is sponsoring. University groups may promote events taking place off-campus only if the promotion and/or event enhances the goals of the group. For SA election purposes individuals acting on behalf of a SA candidate registered with the IEC will not be allowed to reserve banner space.

### **II. Time Limitations**

RSOs, University Departments, and registered SA candidates with events scheduled on Tuesday, Wednesday, or Thursday may reserve banner space for the week prior and the week of the event. Events on any other day may reserve space for one week. The Union Director or their designee may approve exceptions to the time limitations.

### **III. Reservation Procedures**

Reservations can be made up to six (6) weeks in advance in the Union Marketing Services Department (hereafter Marketing Services). Space is granted on a first come, first served basis. The banners may be produced by the sponsoring group or by the staff of Marketing Services.

Banners produced by the sponsoring group must be delivered to Marketing Services by 4:00pm on the Wednesday preceding the hanging date.

Reservations can be made more than six (6) weeks in advance by the SA Professional Staff Office and the IEC for SA election purposes only.

### **IV. Banner Specifications**

The banners must measure 8 feet by 8 feet (with the exception of banner locations 21 and 24 which must be 8 feet by 3 feet) and must be soundly assembled. The sponsoring organization's or registered SA candidate's name must be clearly visible on the front of the

banner in letters at least four inches in height. Abbreviations may not be used in lieu the sponsoring organization's name unless the abbreviation appears in the group's charter and is not used by another organization. Only one registered SA candidate's name may appear on each banner.

V. Banner Removal

Marketing Services is not responsible for banners after they are hung. Upon removal, the banner will be kept by Marketing Services for one (1) week. If it has not been retrieved by that time it will be disposed of.

VI. Request for Exception to Policy

Any request for exception to this policy should be submitted in writing to the union Director or their designee. Appeals of an extension by the Union Director must be presented to the Director of Auxiliary Services.

VII. Hanging Additional Banners

Permission to hang additional banners can also be obtained through the procedures of Section VI.