

<b>COMMERCIAL SOLICITATION</b>	
<b>Policy Number: CW-020</b>	<b>Responsible Department: Human Resources</b>
<b>Effective Date:</b>	<b>Last Revision Date: 09/27/2016</b>

**PURPOSE:**

This policy establishes the parameters for acceptable commercial solicitation and advertising on CWI’s campus.

**SCOPE:**

This policy generally applies to all groups and individuals who wish to engage in commercial solicitation and advertising on CWI’s campus. It does not apply to College sponsored activities or events which bring outside organizations to CWI’s campus by invitation of the College.

**DEFINITIONS:**

**Commercial Solicitation:** the attempted sale, lease, rental, or offer for sale, lease or rental of any property, product, merchandise or service, whether for immediate or future delivery; or the distribution of information in support of these activities.

**POLICY**

Commercial solicitation and/or advertising generally will be allowed when the activity provides a clear benefit to the College consistent with its purpose and mission. Thus, CWI reserves the right to deny solicitation and/or advertising rights to any program, entity or person when such activity is not consistent with its mission, philosophy, policies or applicable law. Further, permission to solicit or advertise on CWI’s campus in no way reflects CWI’s endorsement, opinion or policy. In exchange for the opportunity to solicit sales on campus CWI may charge, at its discretion, a commercial solicitation fee. Except as otherwise provided, this policy does not apply to private sales between individuals when there is no attempt to solicit or sell to the general campus population. This policy also does not apply to advertisements in the campus newspaper or any college publication which generally accepts commercial advertising.

**GUIDELINES**

Commercial solicitation and advertising shall be permitted as provided below, subject to reasonable regulation as to time, place, and manner thereof. As used in this policy, “commercial solicitation” means the attempted sale, lease, rental, or offer for sale, lease, or rental of any property, product, merchandise, or service, whether for immediate or future delivery; or the distribution of information in support of these activities.

No student, student organization, employee, outside entity, or outside person shall engage in advertising, solicit sales or offer anything for sale to any employee or student on CWI’s campus unless such activity is approved in advance by the CWI Facilities Reservations Committee or is covered under “Miscellaneous provisions” below. Further, any such solicitation and/or advertising must be sponsored by a CWI department or organization.

**Approval will be granted if the proposed activity:**

1. Provides a clear benefit to the College, consistent with its purpose and mission or aids in the achievement of CWI's educational objectives; and 30
2. Does not unreasonably interfere with the operation of the campus; and
3. Is not prohibited by law.

**Particular examples of a clear benefit to CWI, consistent with its purpose and mission, include but are not limited to the following:**

1. To provide educational experience for students participating in the management of certain enterprises or appropriate college activities;
2. To present recreational, cultural, or educational programs that are unique or that would not be available without commercial co-sponsorship (e.g., a "wellness fair" co-sponsored by the human resources and local businesses);
3. To enhance student recruitment or other public relations programs (e.g., use of campus facilities by commercial organizations sponsoring youth programs);
4. To permit printing of certain publications CWI would not otherwise afford (e.g., athletic event schedules or theatrical programs);
5. To provide products or services CWI could not otherwise make available (e.g., trophies, class rings, specialty items).

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REGULATIONS

1. CWI reserves the right to deny solicitation and/or advertising rights to any program, entity or person when such activity is not consistent with its mission, philosophy, policies or applicable law.
2. Commercial solicitation may not interfere or compete with CWI's commercial operations or contractual relations with its affiliates or infringe upon the CWI's trademarks or other intellectual property rights.
3. Commercial solicitation activities are prohibited in academic or administrative buildings and may not interfere with instruction, the orderly operation of the College or the maintenance of its grounds.
4. Commercial solicitation activities may not obstruct the free flow of pedestrian or vehicular traffic, use sound amplification equipment, or in any way interfere with the rights of other persons on College property.
5. False, misleading, or illegal solicitation activities or advertising are prohibited. Further, commercial solicitors may not make any representation, implied or direct, that indicates an endorsement or guarantee of products or services by CWI.
6. Offering gifts to students for filling out credit card applications is prohibited.
7. Commercial solicitation activities may not constitute a clear and present danger jeopardizing public or individual safety.

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MISCELLANEOUS PROVISIONS

1. In exchange for the opportunity to solicit sales on campus CWI may charge, at its discretion, a commercial solicitation fee.
2. Individuals who wish to distribute commercial materials must provide CWI their names and contact information, as well as a copy of the materials to be distributed. The materials must clearly indicate the name of the sponsoring person or organization.

3. If applicable, commercial solicitors must be properly licensed or otherwise authorized to engage in the activity by an appropriate governmental entity.