Campus Sponsorship Opportunities Policy

It shall be the policy of Hagerstown Community College to sell sponsorship and advertising opportunities for select areas of the college that may include rooms, interior wall spaces, athletic fields, select printed and electronic publications to include the student newspaper, master class schedule, and brochures and handouts at events sponsored by HCC. These actions must also honor the provisions of the College's Solicitation Policy (No. 8069) and the Naming College Facilities Policy (No. 8060).

Decisions shall be made at the discretion of the college administration as to what sponsors, organizations, and activities are appropriate to be affiliated with the college, as well as to which select areas are to be considered for sponsorship opportunities. The college president is to establish and maintain guidelines and procedures for making sponsorship decisions, which would include final approvals at the executive officer levels (dean, vice president, president).

In making these sponsorship decisions, the following criteria are to be applied:

1. The sponsor and/or message must align with the mission, vision, and values of HCC.
2. The sponsor and/or message shall be deemed to be appropriate to the interests of HCC and the public it serves.
3. The sponsor and/or message shall not be deemed to present any conflicts with college policies or any conflicts of interest for employees (defined in policy no. 5035) or trustees (defined in policy no. 2025) or the student behavioral code (policy no. 4040).
4. The placement of the sponsor name/message as relates to matters of location, size, content, and representation shall follow guidelines that are established by the public information and government relations office and by the college president.

It shall also be a provision of this policy that an annual report be shared with the Board on the sponsorships granted each year and the revenues generated from this activity.