



Sales, Solicitation and Advertising on Campus

No. 5215

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Undergraduate
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1.0 Purpose

This policy outlines the guidelines relating to sales, solicitation, and advertising on the Virginia Tech campus and in university facilities.

In accordance with [University Policy 5000, University Real Property \(Building, Grounds, Infrastructure\) Usage and Events](#), university facilities are intended for the use of its students, faculty, staff, and invited guests participating in university-approved programs or activities. In the interest of providing a productive living, learning, and working environment for students and employees and protecting the institution's authorized business activities and interests, the university has established policies and procedures for the approval of commercial, fundraising, informational, and advertising activities. Decisions regarding requests will take into account overall campus safety and security, any special circumstances relating to university activities, and the impact such activity may have on the university.

This policy applies to all university departments, university-affiliated organizations (student or non-student), commercial vendors, charitable organizations, faculty, staff, students, and third parties.

1.1 Policy Review

In spring 2012, University Policies 5205, Sales and Solicitation on Campus, and 5210, Advertising on Campus, were reviewed. The policies were reformatted into one policy to more concisely state the guidelines relating to sales, solicitation, and advertising on the Virginia Tech campus and in university facilities.

2.0 Policy

2.1 Sales and Solicitation

The sale or solicitation of any products, goods, food, beverages, or services on the campus requires prior written authorization and must be conducted in accordance with university policy and the regulations established by the authorizing office. See [University Policy 5000, University Real Property \(Building, Grounds, Infrastructure\) Usage and Events](#) for authorizing officials. Informational activities and solicitations of any type (e.g., donations, petition for signatures) also require prior written authorization. In most cases, per University Policy 5000, confirmation to reserve the location will also serve as event approval; if further event approval is required, the reserving authority shall communicate further requirements to the event sponsor in writing.

All commercial, fundraising, and informational activities require sponsorship by a university-affiliated organization. Activities should be occasional, non-continuous and specific in purpose and may be approved only for designated areas on campus. All proceeds from fundraising activities are to be returned to the organization's treasury for use for organization projects or activities or for the organization's charitable activities.



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It is the responsibility of the sponsoring organization to obtain the appropriate approvals outlined in this policy. It is the responsibility of the designated authorizing offices to ensure that appropriate university policies are followed before approving requests.

Salespersons may not engage in misrepresentation or fraudulent trade practices nor other activities that are illegal or in violation of state or federal laws or university policies. Salespersons and any company involved will be held responsible if university policies are violated. Such violations may result in the sponsoring organization and/or the individual or company losing the privilege of conducting future sales on campus.

For purposes of regulation, distinctions are made among “commercial,” “fundraising,” “individual,” and “informational” sales and solicitation activities.

2.1.1 Commercial Activity

Commercial activity is defined as any sale, solicitation, or promotion/marketing that results in securing a **profit or benefit for a non-university group, organization, or business**. This includes activities of university-affiliated organizations that:

- use vendors for the actual selling;
- are paid or receive any kind of sales commission (including percentage of sales, flat fee, or per unit sold fee);
- sell for the benefit of an external group, organization, or business (unless it is solely for the benefit of a nonprofit organization);
- provide product promotion or marketing for an external group, organization, or business even if no products are sold; **and/or**
- conduct employee recruitment activities for external employers, unless there is a university-approved collaboration agreement (except Career and Professional Development).

Commercial activities will generally be prohibited unless:

- the university or a university-affiliated organization does not offer the service or goods, **and**
- it is determined that the activity is either necessary to the purpose of the university, **or**
- it provides a direct benefit to the university or the sponsoring university-affiliated organization.

The benefit to the sponsoring university-affiliated organization must be included in the request for approval. Provisions for proceeds from any sales must also be included in the request for approval. However, such activities may not be approved or may be approved with restrictions by the authorizing office if they are determined to compete with or have a significantly adverse effect on the ongoing operations of the business activities of the university or university-related corporations.

Uninvited commercial activities, which include commercial presentations, door-to-door, and other commercial solicitations, and the making of sales agreements, are prohibited on Virginia Tech property, including but not limited to students' private rooms and the common areas of all residence and dining halls.

Sales to members of campus organizations are commercial activities but may be permitted during meetings of the organization without prior approval provided the salesperson is invited to the meeting for that purpose in advance by a member of the organization. No announcement concerning the sale may be posted or advertised beyond the membership of the organization.



Applicable fees for facility use will be charged for commercial activities in accordance with [Policy 5000, University Real Property \(Building, Grounds, Infrastructure\) Usage and Events](#).

2.1.2 Fundraising Activities

Fundraising is defined as any activity which involves the solicitation or collection of monies that is specific in purpose, not for individual gain, non-recurring, **and for the sole benefit of a specific, sponsored nonprofit group or cause or the self-generated fundraising efforts of an officially listed student organization**. Types of fundraising activities may include: the selling of goods or services; the selling of tickets and/or charging of admission to public activities or events; and the solicitation of monetary contributions, goods, or services.

Fundraising activities conducted by university affiliated organizations may be approved on a limited basis with regard to time, place, safety, and the scope of the activity. Fundraising activities **may** be determined to be commercial activities if they are regular and recurring.

Private fundraising conducted on behalf of the university and/or groups affiliated with Virginia Tech is coordinated through University Advancement (see Policy 12100), with the exception of normal student fundraising activities. However, any fundraising activities by students involving direct mail solicitation of alumni and friends of Virginia Tech and/or requests for gifts of \$1,000 or greater must be approved by University Advancement in accordance with [University Policy 12100, Policy on Coordination of Private Fundraising](#).

Other permitted activities which are not considered "fundraising" include: (a) the collection of dues or membership fees from the members of an officially listed student organization; and (b) collection of voluntary contributions from individuals for departmental social activities or gifts.

Officially listed student organizations are encouraged to work with Virginia Tech Services, Inc. to procure goods for fundraisers. This university-related corporation has extensive on-campus and community-wide sales experience and can provide advice and guidance on how to achieve a successful event within the campus environment.

2.1.3 Informational Activity

Informational activity is defined as the distribution of literature and/or petitioning for signatures where no fee is involved nor donations or contributions sought.

Informational activities may be permitted if they are sponsored by a university-affiliated organization. Such activities require prior approval by the designated university scheduling office and are subject to university policies and the reasonable guidelines of the authorizing official.

2.1.4 Individual Activity

Individuals, including employees, are prohibited from engaging in commercial activities on university property, including the following: (a) the solicitation or sale of products, services or personal property; (b) the solicitation of orders for such products or services; or (c) the distribution of catalogs and literature promoting products or services by individuals, including university employees.

University email, departmental mailboxes and bulletin boards are not to be used to distribute commercial sales information or catalogs.

2.2 Advertising

Students and student organizations; university-affiliated individuals, organizations, and departments; and university-related corporations may distribute literature, post signs, publicize, and advertise on campus.



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Advertising for commercial purposes by businesses, organizations, entities, or individuals not associated with the university is prohibited.

Failure to comply with these policies may subject the responsible organization and/or individuals to fines for property damage and/or clean-up costs.

Signs erected by contractors at construction sites on campus are not considered advertisements and are permissible.

2.2.1 Specific Provisions

- Advertisements, brochures, and portable signs for commercial activities may not be posted or displayed on university property.
- When the name of a product or non-university-affiliated entity appears on posted literature, the primary purpose of the poster must be a sponsorship to recognize support of the activity, event, or student organization, and not the commercial advancement of the non-university entity or the product.
- The promotion for sale or consumption of alcoholic beverages on campus or advertising of alcoholic beverages in university student publications may be prohibited or regulated by state or federal laws and/or the specific regulations developed by the Alcoholic Beverage Control Board.
- The university mail service, including on-campus mail, is for official university correspondence only. It should not be used for personal correspondence, advertising, or mass mailing.
- The university's computers, internal networks, and national networks are not to be used to distribute personal advertisements or information that will result in personal gain. Such use violates university policy and the laws of the Commonwealth of Virginia. Violations will be dealt with through [University Policy 7000, Acceptable Use and Administration of Computer and Communication Systems](#); Acceptable Use Guidelines; state Standards of Conduct; or University Policies for Student Life.
- Student organization activities involving the sale of products with the name, insignia, or trademark(s) of Virginia Tech must be approved by Licensing & Trademarks prior to the date of the activity. Such items may also require the license authorization of Virginia Tech and the payment of the specified royalty fee. The Office of Licensing and Trademarks is responsible for overseeing and administering policies on university trademarks, logos and insignias. Additional information and related procedures can be found at: https://brand.vt.edu/content/brand_vt_edu/en/licensing.html

3.0 Procedures

The total number of people or organizations conducting sales, solicitation, and/or advertising activities in one place on campus will be limited. Preference for assignment of space will take into account the number of previous approvals for the group or activity, status as a major campus-wide activity, and time constraints of events that may be advertised. Priority will be given to activities conducted by students over those conducted by students with vendors.

These activities will also be limited in regards to time, place and manner of the proposed activity. Violation of any of these pre-approved agreements may result in permission for the activity being revoked.



3.1 Sales and Solicitation

The location and time of any commercial, fundraising, or informational activity occurring on or in university facilities must receive prior approval. The request must be submitted to the office charged with approving and scheduling events in that facility or area.

- See University Policy 5000, [University Real Property \(Building, Grounds, Infrastructure\) Usage and Events](#) for authorizing officials. All authorizing officials should collaborate with Virginia Tech Services, Inc. to provide students, student organizations, and university affiliated individuals, organizations, and departments with advice and guidance on sales and solicitation activities on campus.
- Requests must be submitted no later than 10 calendar days prior to the planned date of the solicitation. Note that some university offices may require an earlier request date to schedule the use of certain locations.
- Full details must be submitted, including the times, dates and locations requested; an explanation of the products or services that will be made available; benefit to the sponsoring university-affiliated organization; provisions for proceeds from sales or fundraising activities; whether or not on-campus delivery is anticipated; and any other information that may be needed by the authorizing official.

Commercial suppliers who have an established relationship with the university for the sale of products and services will coordinate campus visits, communications and activities with the Procurement Department as appropriate. Commercial suppliers who do not have established relationships with the university must either be invited to campus by a sponsoring university-affiliated organization, a university-related corporation, or by the Procurement office.

It is university policy that the university electronic mail systems and mail services are for official university business only. They should not be used for commercial correspondence, advertising, soliciting, or mass mailing. University departments and campus organizations may submit event postings or other information to Virginia Tech News (www.vtnews.vt.edu). Departmental mailboxes and bulletin boards are not to be used to distribute commercial sales information or catalogs.

3.1.1 Deliveries and Invited Guests on Campus

Food may be delivered to residence halls, academic/administrative offices, and outdoor locations by vendors. Such deliveries are permitted only in response to prepaid orders, or to specific orders by resident students and employees. Residential Experience designates for residence halls the hours during which deliveries may occur, the doors to be used, and the areas within residence halls where deliveries must take place.

Personal deliveries to employees such as dry cleaning and personal parcel deliveries are discouraged. Such activity could be disruptive to the workplace, and there is no liability coverage for stolen or damaged merchandise. The decision on whether to allow occasional, non-disruptive deliveries will be left to the discretion of the manager of the respective units. In making those determinations, managers should consider where items will be received and the space required for holding, the safety of those parcels, and confusion about a delivered item that may be opened by mistake.

3.2 Advertising

- The appropriate administrative official must approve the event, sale, or product prior to advertisement. Distribution of materials may only occur in the approved location(s).



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- University departments, faculty and staff should review the Virginia Tech Brand Center (<https://brand.vt.edu/>) for guidance and contact vtbrand@vt.edu for any questions related to digital advertising for university-sponsored programs or events.
- Permission must be obtained in writing from Virginia Tech Athletics when advertising is to occur in athletic facilities.
- Permission must be obtained in writing from the Department of Recreational Sports when advertising is to occur in recreational facilities.
- Permission must be obtained in writing from Student Engagement and Campus Life when advertising is to occur in or around student center facilities and public space locations on campus (see additional details regarding reservations for these locations in [University Policy 5000, University Real Property \(Building, Grounds, Infrastructure\) Usage and Events](#)).
- Permission must be obtained in writing from Residential Experience when advertising is to occur inside the residence halls.
- Permission must be obtained in writing from Dining Services when advertising is to occur inside the dining halls.
- Permission must be obtained in writing from Virginia Tech Services, Inc. when advertising is to occur in or around campus bookstores or convenience stores.
- Advertising, including distribution of advertising materials, is generally not allowed in classrooms or facilities comprised predominantly of classrooms. Permission must be obtained in writing from the Registrar's Office when advertising is to occur in classrooms and other locations not specified above.
- The collection and distribution of literature, when necessary, will be limited to designated central locations.
- Slipping literature under doors and/or on door knobs inside residence halls is not permitted.
- The advertisement, publicity, sign, banner, flier, or literature must be appropriate for its intended purpose and comply with the law and university policies.
- The name of the sponsoring organization, meeting or event date, time, and location must be printed in English on the poster or notice. Any other writing on the poster that is not in English must be translated into English on the front of the poster, or a translation must be on file with the scheduling office(s) for the space(s) where it will be posted.

3.2.1 Distribution of Flyers

- Flyers may not be placed on windshields of vehicles parked on university-owned or leased property or parked in any university parking lot.
- Distribution of advertisements or literature must be accomplished in such a manner as to avoid litter or disruption.

3.2.2 Posted Materials

- Posted advertisements may be placed on general-purpose bulletin boards, A-frame boards, or wire signs designated for that purpose. Student Engagement and Campus Life Event Services Office must approve A-frame board or wire sign placement.



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- Advertisements are not to be placed on interior and exterior doors, interior and exterior walls, windows, fences, directional and informational signs, lamp posts, light poles, barricades, trees, hydrants, and any other location that is not designated as permissible in this policy.
- Markings on walkways, roadways, or other permanent structures on campus with chalk, paint, or any other material is prohibited.
- Any posted advertisements which have not received prior approval for display, or which must be removed in the event of an emergency, shall be removed and disposed of by Virginia Tech. Virginia Tech shall not be responsible for any costs associated with removed advertisements.
- Posted advertisements approved for display shall not be installed more than seven days prior to the designated event.
- Posted advertisements must be removed no later than 24 hours after the event or Virginia Tech shall remove and dispose of the advertisements.
- No posting of any type is permitted in classrooms.

3.2.2.1 Bulletin Boards

- Student organizations may post advertising on bulletin boards marked "General Purpose Bulletin Boards," which are identified throughout the campus and labeled as such for use by students and student organizations to advertise such activities and events.
 - Responsibility for allocation and policy compliance of these boards is placed in the Division of Student Affairs.
 - All general-purpose bulletin boards will be cleared at the end of every semester.
 - No more than one poster or notice for the same advertised event may be placed on a bulletin board.
 - When posting announcements on general purpose bulletin boards, use the following guidelines:
 - Avoid placing posters on top of other posters.
 - Avoid posters larger than 11 inches by 17 inches.
 - Avoid having posters extend beyond the border of the bulletin board.
 - When posting personal notices, such as items for sale or ride needed, include the date the notice was posted. Personal notices must be removed within two weeks of their having been posted.
- Each department and college will continue to maintain its own bulletin boards for academic and professional purposes.
- Advertisements may not be placed on academic, resident advisors', or Residence Hall Federation bulletin boards unless prior permission is granted by the appropriate source of approval.



3.2.3 Banners

- Permission to Hang Banners
 - Permission to hang banners on certain academic buildings and student centers must be granted by the Student Engagement and Campus Life Event Services Office; these buildings include:
 - Squires Student Center
 - G. Burke Johnston Student Center
 - War Memorial Hall
 - Litton-Reaves Hall
 - Derring Hall
 - Pamplin Hall
 - Burruss Hall
 - Banners and signs are not permitted in any athletics facility, including Lane Stadium and Cassell Coliseum.
 - Banners are generally not permitted on Burruss Hall, with the exception of the official University Banner. Requests for any exceptions should be directed to Communications and Marketing.
 - The Assistant Vice President for Planning and University Architect must approve the siting of all other banners.
- The content and design, display dates, and locations of all banners on university buildings must be approved by Communications and Marketing . Additional information and procedures can be found at: <https://brand.vt.edu/>
- All banners containing university trademarks must be produced by licensed vendors.
- Banners must be removed from buildings within one business day following the event they advertised.

3.2.3.1 Light Post Banners

- Light post banners on campus are to be used to support university branding and to promote educational and cultural programs that align with the university mission.
- Banner content should have university-wide appeal.
- Banners may not be used for commercial advertising; advertising or promoting any political candidate, parties or issues; or identifying, advertising or promoting any religion. Banners must follow Virginia Tech Brand Center guidelines (<https://brand.vt.edu/>).
- The Office of University Planning must approve the siting of all light post banner installations. Information on pre-approved banner locations can be found on the Virginia Tech Brand Center (<https://brand.vt.edu/>).
- Communications and Marketing must approve all light post banner designs and the reservation/location for specific designs prior to production and installation. Departments that want to request light post banners should email specific request information (i.e. location, dates, purpose) and draft designs to vtbrand@vt.edu.
- Facilities will manage light post banner installations and removals. Departments are responsible for requesting and funding installation and removal once they have obtained Communications and Marketing's approval of the design and location reservation. Departments that want to request installation and removal should email specific information (location, dates, department name, funding details) and a copy of Communication and Marketing's approval to vtrepair@vt.edu.



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- The requesting department will bear all costs associated with light post banner design, production, installation, and removal.
- All banners containing university trademarks must be produced by licensed vendors.
- Light post banners that become tattered, faded, or torn may be removed without notice to the requesting department. Banners may also be removed without notice from any posts that show stress from the banner installation.

3.2.5 Web Pages and Social Media

- University web sites should remain an information source free of commercial intervention; therefore, advertising on university web pages (those maintained on any university file server or use any domain or subdomain on vt.edu) is prohibited. The Senior Associate Vice President for Communications and Marketing may grant exceptions to this policy to auxiliary organizations provided that the following procedures are followed:
 - Advertisements must adhere to other aspects of this policy.
 - Alcohol, beer, and cigarette advertisements are prohibited.
 - Advertisements should not comprise more than 130 x 130 pixels of a screen area on a standard desktop monitor. On mobile devices, logos cannot exceed 320 x 50 pixels.
 - The name, logo, or logotype of a company or organization may be posted to indicate sponsorship/partnership with that company or organization.
 - If a logo from a sponsor/partner of the university is intended to be clickable, it can link only to a page that lists other sponsors and must remain on the vt.edu domain. A text link to a sponsor's website is acceptable and not prohibited from any web page. Links to a sponsor's external website should open in a new window.
 - An advertisement on a university web site should consist of text or graphics that have been paid for by a non-university organization or are in exchange for goods and services.
- The following examples do not constitute a web advertisement:
 - General interest links to commercial web sites that may be of interest to web viewers and that are available free of charge (e.g., search services, Town of Blacksburg home page, area weather links, etc.);
 - Subscription services or site licenses that the university pays for to gain access to a commercial service (e.g., CollegeNET, etc.);
 - Icons that link to social media networks (e.g., Facebook, Twitter, YouTube, etc.);
 - Information that relates to or supports the teaching, research, or service mission of the university, such as academic departmental conferences; or,
 - Listings of sponsors for a special event.
- The Virginia Tech news website (<http://www.vtnews.vt.edu/>), and its corresponding products (a daily employee and subscription e-mail and a weekly student e-mail) can be used by campus departments and organizations to share information or promote non-commercial events. Information submitted must be relevant to the university community and/or occurring on university property.



- Refer to [University Policy 1030, Social Media Policy](#), for guidance on social media use.

3.3 Newspaper/Magazine/Brochure Racks and Boxes

3.3.1 Newspapers/Magazines/Brochures for Interior Locations

- Newspapers/magazines/brochures for interior distribution shall be placed only in racks or boxes within building interior spaces, to include lobbies and related public spaces. Racks will not be placed at exterior locations.
- A limited number of racks/boxes are available on a first-come, first-served basis by emailing Communications and Marketing in accordance with the advertising regulations in this policy.
- After approval from Communications and Marketing is received, the Building Manager or Department Representative shall determine locations for newspaper/magazine/brochure racks or boxes within the subject building.
- It is the responsibility of the newspaper/magazine/brochure provider to keep the materials in the racks or boxes orderly. Overflowing, scattered or unsightly materials may be removed and discarded by university custodial staff.

3.3.2 Newspapers/Magazines/Brochures for Exterior Locations

3.3.2.1 Locations

- Newspapers/magazines/brochures for exterior locations shall be placed only at the following locations:
 - East side of Kent Street in front of the northwest entry to Newman Library on the existing concrete pad;
 - West side of War Memorial Hall on the existing concrete pad; and
 - Northwest side of McBryde Hall on the existing concrete sidewalk.
- These sites will be limited to six boxes placed in single file, one row.
- Communications and Marketing shall determine which entities may use the boxes placed at these locations.
- It is the responsibility of the newspaper/magazine/brochure provider to maintain the appearance of the boxes.
- Bins shall be fully contained and self-closing to minimize litter.

3.3.2.2 Size

- The maximum dimensions for a single box are 50 inches high, 24 inches wide, and 24 inches deep.
- The owner of each box must post his or her name, address, telephone number and email address on the box in a readily visible location. Boxes may not be used for any other advertising or promotional purposes.

3.3.2.3 Placement

Should additional exterior locations be identified, boxes may not be placed:

- Within fifteen (15) feet of any fire hydrant;



- In any curb cut designed to facilitate street access by disabled persons or within two (2) feet of any such curb cut;
- Within any bus stop;
- Within a crosswalk area;
- Within a corner area or within five (5) feet of any corner area;
- On any surface where such installation or maintenance will cause damage to or interference with the use of any pipes, vault areas, telephone or electrical cables or other similar locations;
- On, in or over any part of the roadway of any public street;
- Unless eight (8) feet of sidewalk width is preserved for unobstructed pedestrian passage;
- On any area of lawn, flowers, shrubs, trees or other landscaping or in such a manner that use of the box would cause damage to such landscaping;
- Where such placement, installation or maintenance endangers the safety of persons or property.

3.3.2.4 Enforcement

- If, after inspecting a box, Virginia Tech finds that it is not in compliance with this policy, Virginia Tech shall first notify the owner to correct the problem by sending a Notice of Correction. If the condition is not corrected, Virginia Tech will remove the box from the location.
- Additionally, Virginia Tech can remove a box from its location in the following circumstances:
 - Abandoned boxes: Virginia Tech can remove a box if the name, address or other identifying material of the box owner is not affixed to the box and the owner has not received written permission from Virginia Tech.
 - Emergency Circumstances: Virginia Tech can remove a box if it poses an imminent threat to public health or safety.
 - Construction: If a box is at a location to be used for public utility work, public transportation purposes, public safety purposes, or in connection with construction or a capital project, Virginia Tech must notify the owner to remove it. If the owner fails to remove the box within seven (7) days after notification, Virginia Tech may remove the box.
- Virginia Tech shall not be responsible for damage to any non-compliant box incurred during removal and/or storage.
- Virginia Tech will store removed boxes for thirty (30) days, during which time the owner may retrieve them. Unclaimed boxes will be disposed of in accordance with abandoned property rules administered by Surplus Property.

4.0 Definitions

Advertising/Advertisement - includes posting of signs or banners, the distribution of literature, electronic media, or any other form of public notice designed to sell goods or services or publicize an event.

Auxiliary organization/unit – self-supporting enterprises that provide goods and services to the university (or faculty, staff, and/or students) and that do not rely on state appropriations for operating support.



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Commercial activity - any sale, solicitation, or promotion/marketing for the purpose of securing a profit or benefit for a non-university group, organization, or business.

Fundraising activity - any activity which involves the solicitation or collection of monies that is specific in purpose, not for individual gain, non-recurring, and for the sole benefit of a specific nonprofit group or cause or the self-generated fundraising efforts of an officially listed student organization.

Individual activity – (a) the solicitation or sale of products, services or personal property; (b) the solicitation of orders for such products or services; or (c) the distribution of catalogs and literature promoting products or services by individuals, including university employees.

Informational activity - the distribution of literature and/or petitioning for signatures where no fee is involved nor donations or contributions are sought.

Nonprofit organization - public, governmental, and charitable organizations that can provide proof of their nonprofit status.

Campus Common Spaces - all lobbies, foyers, and atriums in student centers and university-owned or leased academic facilities; the Drillfield; and all other university-owned or leased outdoor campus space, except those managed by Virginia Tech Athletics, Recreational Sports, the Graduate Life Center, and the Moss Arts Center (see additional details in Policy 5000).

Officially listed student organizations – are defined by university policy 8010 and include: University Student Life Programs (USLP), University Chartered Student Organizations (UCSO), Registered Student Organizations (RSO), and Extended Campus Student Organizations (ECSO).

Sale - the activity of offering or exchanging products or services in return for monies, goods, or other services. This includes raffles or auctions.

Solicitation - the act of requesting money or funds for any reason, seeking agreement to pay, taking subscriptions, selling merchandise or services, seeking contributions of goods or services, offering materials or privileges to others via promotion or advertisement, or soliciting signatures for petitions.

Student – any individual currently enrolled and registered to attend Virginia Tech.

University facilities - any location, either permanent or temporary, owned or leased by Virginia Tech, and includes satellite campuses and offices. This includes, but is not limited to, the buildings, grounds, and the surrounding perimeters, including the parking lots, field locations, classrooms, alternate work or class locations, and university owned or leased vehicles.

University-affiliated individual – any individual who is a faculty or staff member, currently on the Virginia Tech payroll.

University-affiliated organization - (a) officially listed student organizations; (b) university-related Corporations; (c) university departments; and (d) those organizations comprised of faculty and staff and are administered through a college, administrative division, or department to complement the departmental mission.



University-related Corporations - Corporations authorized by the Board of Visitors to provide support for the university, i.e. the Virginia Tech Foundation, Inc., Virginia Tech Services, Inc., etc.

5.0 References

University Policy 1030, Social Media Policy

<https://policies.vt.edu/assets/1030.pdf>

University Policy 3005, University-Related Business Activities

<http://www.policies.vt.edu/3005.pdf>

University Policy 3006, Catering Policy

<http://www.policies.vt.edu/3006.pdf>

University Policy 3600, Funds Handling and Deposit of State and Local Funds

<http://www.policies.vt.edu/3600.pdf>

University Policy 3610, Accepting and Handling Payment Card Transactions

<http://www.policies.vt.edu/3610.pdf>

University Policy 5000, University Real Property (Building, Grounds, Infrastructure) Usage and Events

<http://www.policies.vt.edu/5000.pdf>

University Policy 5810, Mobile Food Vendors

<https://policies.vt.edu/5810.pdf>

University Policy 7000, Acceptable Use and Administration of Computer and Communication Systems

<http://www.policies.vt.edu/7000.pdf>

University Policy 8010, Classification of Student Organizations

<https://policies.vt.edu/8010.pdf>

University Policy 12100, Policy on Coordination of Private Fundraising

<http://www.policies.vt.edu/12100.pdf>

Student Code of Conduct

<https://codeofconduct.vt.edu/>

Virginia Tech Brand Center

<https://brand.vt.edu/>

6.0 Approval and Revisions

Approved July 3, 2012 by Vice President for Administrative Services, Sherwood G. Wilson.

- Revision 1
Technical updates to department and position titles and definitions.

Approved February 16, 2016 by Vice President for Administration, Sherwood G. Wilson.



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- Revision 2
 - Addition of Section 4 related to Newspaper/Magazine/Brochure Boxes and Racks.
 - Additional parameters included in Section 3.2.2 regarding timeline for posting and removal of posted advertisements.

Approved February 17, 2017 by Vice President for Administration, Sherwood G. Wilson.

- Revision 3
 - Incorporated section regarding bulletin boards into section regarding posted advertisements.
 - Added Section 3.2.3.1 Light Post Banners.
 - Technical updates to department and position titles, terminology, and definitions.
 - Added references to student code of conduct, university brand guidance, and university policies regarding student organizations, mobile food vendors and social media.

Approved August 25, 2020 by Senior Vice President and Chief Business Officer, Dwayne Pinkney.

- Revision 4
 - Technical updates to departments, position titles and hyperlinks.
 - Deleted the reference to the university's online calendar. As of September 18, 2023, login to calendar.vt.edu was disabled.

Approved March 10, 2025 by Vice President for Facilities, Dwyn Taylor.