

# BRIDGEWATER STATE UNIVERSITY

## Commercial Solicitation Policy

### I. Preamble

This policy establishes acceptable means of commercial solicitation on the campus of Bridgewater State University.

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.

The enforcement of this policy will ensure a campus environment conducive to student learning.

### II. Policy Statement

Commercial solicitation shall be permitted, subject to reasonable regulation as to time, place, and manner thereof.

No student, student organization, employee, outside agency, or outside person shall solicit sales or offer anything for sale to any employee or student on the campus of Bridgewater State University, unless approved in advance by the director of administrative support services.

Approval will be granted if –

1. The proposed activity provides a clear benefit to the university, consistent with its purpose, aiding the achievement of the college’s educational objectives, and
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 the university include the following:

1. To provide educational experience for students participating in the management of certain auxiliary enterprises or appropriate university 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 health center 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 the university would not otherwise afford (e.g., athletic event schedules or theatrical programs);
5. To provide products or services the campus could not otherwise make available (e.g., trophies, class rings, specialty items).

### III. Regulations

The benefits of the proposed activity must outweigh any negative consequences for the college. For example:

1. Commercial solicitation may not interfere or compete with the commercial operations of Bridgewater State University or contractual relations with its affiliates; or infringe upon the university's trademarks or other intellectual property rights.
2. Commercial solicitation activities are prohibited in college residence halls and academic or administrative buildings and may not interfere with instruction, the orderly operation of the university and the maintenance of its grounds; 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 university property.
3. False, misleading, or illegal claims are prohibited and commercial solicitors may not make any representation, implied or direct, that indicates an endorsement or guarantee of products or services by Bridgewater State University.
4. Offering gifts to students for filling out credit card applications is prohibited.
5. Commercial solicitation activities may not constitute a clear and present danger jeopardizing public or individual safety.

Miscellaneous provisions:

1. In exchange for the opportunity to solicit sales on campus the university may charge, at its discretion, a commercial solicitation fee.
2. Individuals who wish to distribute commercial materials must provide their names and contact information to the director of administrative support services, 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. Commercial solicitors must be properly licensed or otherwise permitted by an appropriate governmental body.
4. This policy does not apply to private sales between individuals when there is no attempt to solicit or sell to the general campus population.
5. This policy does not apply to advertisements in the campus newspaper or any university publication.

### IV. Violations of this Policy

In the case of a violation of this policy, permission to engage in commercial solicitation may be revoked, and future requests may be canceled or denied. Non-affiliated commercial solicitors will be asked to leave the campus by the Bridgewater State University Police Department.

# BRIDGEWATER STATE UNIVERSITY

## Commercial Solicitation Application Procedures

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### **Solicitor/Sponsoring Department/Organization**

1. Complete the *Commercial Solicitation Application*.
2. The application must provide adequate detail on the following:
  - a. Name and telephone number of sponsoring department/organization
  - b. Name, business address and telephone number of solicitor
  - c. Type of business of solicitor
  - d. Purpose for solicitation
  - e. Description of activities to be performed
  - f. Benefit(s) to students/University
  - g. Date(s) of solicitation
  - h. Location requested
  - i. Space and furniture needs
3. Submit the completed application form to Administrative Support Services Office, including a copy of any literature to be distributed, for approval.
4. On the day of the event the solicitor **MUST** report to the Campus Police Department to sign in and pick up a badge.
5. When the event is completed, the solicitor must return all badges to the Campus Police Department.

### **Conference and Event Services Office**

1. The Conference and Event Services Office will review all requests requiring the use of space/furniture outside of the dining halls prior to review by Administrative Support Services.
2. After approval by Administrative Support Services, the Conference and Event Services Office will work directly with solicitor and/or sponsoring department/organization to coordinate the event.

### **Administrative Support Services**

1. The Administrative Support Services Office will review and approve/deny the request within 5 business days.
2. The Administrative Support Services will notify the solicitor, sponsoring department/organization of the decision of request.
3. If the request is approved, the Administrative Support Services Office will send a copy of the application to the Campus Police Department, Conference and Event Services Office, solicitor and sponsoring department.

### **Campus Police Department**

1. The Campus Police Department will sign the solicitor in, issue badges and notify the sponsoring department/organization of the arrival of solicitor on campus.

# Bridgewater State University Commercial Solicitation Application

Sponsoring Department/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_ Telephone \_\_\_\_\_

Signature of Sponsor \_\_\_\_\_ Date \_\_\_\_\_

## Solicitation Information

Name of Solicitor \_\_\_\_\_

Business Address \_\_\_\_\_ Telephone \_\_\_\_\_

Type of business \_\_\_\_\_

Purpose for Solicitation \_\_\_\_\_

Description of activities to be performed \_\_\_\_\_

Benefit to Students/University \_\_\_\_\_

Dates of Solicitation \_\_\_\_\_

Location Requested \_\_\_\_\_

Space & Furniture Requirements \_\_\_\_\_

**Please attach a copy of all literature to be distributed.**

**Submit to Administrative Support Services**

**Reviewed\***

**Approved**

**Denied**

\_\_\_\_\_  
Daniel McHugh Date  
Director, Conference and Event Services

\_\_\_\_\_  
Margarida Vieira Date  
Director, Administrative Support Services

\* If request includes use of space and/or furniture outside the dining halls, CESO must review prior to final decision. After approval, CESO will coordinate the use of these services directly with solicitor.

c: Campus Police Department  
CESO  
Solicitor  
Sponsoring Department

Revised 04/30/10