

## Sponsorship Guidelines

*Student Affairs and Enrollment Management at NDSU is committed to fostering the growth and development of students. This includes helping students to avoid high risk behaviors. One of the most prominent of these behaviors is high risk alcohol and drug use which often results in academic problems, injury, assault, sexual abuse/unsafe sex, legal issues, vandalism and death. Additional high risk behaviors may include gambling and tobacco use, among others.*

*Because of its concern for the welfare of students, Student Affairs and Enrollment Management and its individual departments should strive to consistently communicate healthy and positive messages. This is especially true when seeking advertising and/or accepting outside sponsorships.*

*The following types of advertisements shall not be accepted in Student Affairs and Enrollment Management publications, or as sponsors of Student Affairs and Enrollment Management programs or activities.*

1. Establishments that provide/sell nude or exotic dancing or pornography.
2. Advertisements that contain sexually suggestive images or content.
3. Tobacco products or companies that promote tobacco use.
4. Any company that could be construed as promoting academic dishonesty (e.g. term paper writing services).
5. Illegal drugs or any business that promotes the consumption of illegal drugs through the sale of drug paraphernalia (i.e. pipes, bong, rolling papers, etc.).
6. Alcoholic beverages or other products.
7. Establishments that sell or serve alcohol, UNLESS:
  - a. it allows (by city or state law) the entrance of individuals who are under the age of 21 years during all hours of operation; and
  - b. it serves a full food menu during all hours of operation; and
  - c. a majority of its sales come from food purchases.
8. Ads for establishments that meet the above criteria shall not include:
  - a. alcohol brand names, logos, or other visual images of alcoholic beverages;
  - b. prices, including specials (e.g. happy hours, ladies nights);
  - c. phrases that refer to the consumption of alcoholic beverages;
  - d. portrayals of drinking as a solution to personal or academic problems, or for promotion of social, athletic, sexual, or academic success or skills;
  - e. use of words and references to bar, nightclub, lounge, saloon, liquor store, on-off-sale, gambling activities, etc.
  - f. references to drinking in any manner.

**Note:** This policy is more stringent than the university policy on alcohol and other drugs (#155), which includes some restrictions on alcohol advertising. See:

[Alcohol and Other Drugs - Unlawful Use by Students, Faculty and Staff](#)

[Questions can be directed to your respective unit director.]

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[www.ndsu.edu/enrollmentmanagement](http://www.ndsu.edu/enrollmentmanagement)