

- iii. Advertising alcohol-related businesses or alcoholic beverage in University-controlled media outlets and printed material or contracted media outlets, including but not limited to, television, radio, newspapers, print, and magazines, may be permitted upon prior approval unless restricted in this policy, as outlined in Section 4 of this Policy. Title sponsorship by an alcohol-related business, including inclusion of alcoholic beverage information, of a University venue or of a University event, including intercollegiate athletic events to the extent allowed by NCAA or other applicable conference rules and University policies, may be permitted upon prior approval as outlined in Section 4 of this Policy. The following requirements shall be adhered to:
 - 1. All such advertising and sponsorships signage and materials related thereto shall include a responsibility message and shall not in any way encourage excessive or irresponsible use of alcohol.
 - 2. Alcoholic beverages cannot be used as an inducement to participate in a University event and may not be offered as prize or gift in any form of contest, drawing, or competition.
 - 3. Promotional material, including advertising for any University event, cannot reference the amount of alcoholic beverages available. This includes reference to kegs, beer gardens, free drinks, or open bars.
 - 4. The use of registered University marks must first be approved by the University's Director of Marketing and Communications, or successor unit, and then be approved as outlined in Section 4 of this Policy.
 - 5. Advertising and sponsorships must adhere to University posting and advertising policy guidelines.
- d. Advertising and Sponsorship Opportunities for Gaming Organizations and Businesses and State Lottery Games
 - i. Gaming organizations and business and State lottery games promotional, advertising, and sponsorship signage may be permitted upon prior approval in all University buildings and facilities, including athletic offices, practice and competition facilities and public gathering if allowed by other applicable signage policies, if signage is in conformity with this policy, and upon approval as outlined in Section 4 of this Policy.
 - ii. Upon prior approval, advertising, sponsorship, and promotional messaging by gaming organizations and businesses and state lottery games may be permitted, as outlined in Section 4 of this Policy, in University-controlled media outlets and printed material or contracted media outlets, including, but not limited to, team schedules, game programs, event programs, television, radio, newspapers, magazines, and Internet-based sources, and event tickets. Gaming organizations must include a "resort" message in all advertisements. Title sponsorship by a gaming organization or business or by a state lottery game of a University venue or of a University event, including intercollegiate athletic events to the extent allowed by NCAA or other applicable conference rules, may be permitted upon

posters, brochures, promotional materials, point-of-sale materials, tickets, audio, electronic based media, and other related collateral, and the plans related to the use thereof. Proposed plans shall include the utilization of the aforementioned materials and the time period of utilization.

- d. The decision by the Provost and Vice President for Academic Affairs is final. An approval may include the right to use the University's name, registered mark(s), or both, with a company's trade name, product name, registered mark(s), or both, for the