



UNIVERSITY OF TORONTO



POLICY 1.12 – Advertising and Commercial Activity

6.00 The responsibility for reviewing all advertising, sponsorship or commercial activity as outlined

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UNIVERSITY COMMUNITY CENTRE

11.00 The University Students' Council is responsible for managing commercial activities and advertising in parts of the UCC as specified in existing Occupancy and Operating Agreements with the University, but ventures with potential for wider application must be brought to the Vice-President (University Advancement).

11.01 In the case of campus-wide programs that include UCC locations covered by such agreements, revenue will be split, calculated on a case-by-case basis.

RESTRICTIONS

12.00 Advertising and any other commercial activity will not be permitted in classrooms or laboratories or any other space specifically devoted to academic purposes.

13.00 Advertising and commercial activity must not impede ordinary pedestrian or vehicular traffic flow and must not alter or detract from the normal architectural appearance, visual beauty or environment of the campus.

14.00 Good taste and sound judgment shall govern all advertising, sponsorship and commercial activities on campus. The following are specifically prohibited:

- anything promoting illegal activity
- anything that is inconsistent with University policies dealing with discrimination and harassment or contrary to provincial human rights legislation
- all advocacy advertisements, except those whose sole purpose is to promote education
- any advertisements involving tobacco or alcohol products
- anything promoting the sale of sexual services

REPORTING

15.00 The Vice-President (University Advancement) will report annually to the Property and Finance Committee on the decisions taken under this policy.