

## **A. Ray Olpin University Union Lamppost Banner Pole Procedure**

### **1) Introduction**

- a) Intention Statement:
  - i) This procedure is intended to facilitate the fair allocation and efficient use of lamppost banner poles on the University of Utah campus, managed by the A. Ray Olpin University Union. This procedure will provide for the uniform and consistent administration of lamppost banner poles. Lamppost banners are intended to advertise services, events, or campaigns for student organizations or University of Utah Departments. Lamppost banners are not available to advertise services, events, or campaigns for non-university groups or affiliated organizations.
- b) As used in this procedure, unless the context otherwise requires:
  - i) "Union" refers to A. Ray Olpin University Union Administration Office
  - ii) "Student Organization" means a student organization currently recognized by the Associated Students of the University of Utah (ASUU) or other official departments of the University of Utah.
  - iii) "Group" means a student organization or any official University department.
  - iv) "Booking" means any use or planned use of the Union banner poles
  - v) "Reservation" means arrangements for one or multiple bookings of the Union banner poles.
  - vi) "Campus-wide lamppost system" refers to the seven lamppost banners zones the Union administration reserves for various groups.
  - vii) "Department lampposts" refer to lampposts that specific campus departments can install adjacent to their department building(s) in lieu of the campus-wide lamppost system.
  - viii) "Lamppost equipment" refers to the hardware that secures a printed banner to a lamppost.
  - ix) "Lamppost banner" refers to the interchangeable banner that attaches to the lamppost equipment.

### **2) General Guidelines for Department Lampposts**

- a) Departments may elect to install lamppost banners adjacent to their department building(s) in lieu of using the campus-wide lamppost system.
- b) Specific lampposts must be approved by the Union before installing any equipment.
- c) Equipment
  - i) To maintain a consistent and uniform campus, department lamppost banners must use the same equipment as campus-wide lampposts banners.
  - ii) Lamppost banner equipment must be purchased through the Union.
  - iii) The Union Administration/Facilities team must install banner equipment to ensure compliance with University policies and practices. Installation incurs an additional cost.
- d) Banners
  - i) The Union will not install or maintain the banners on department lampposts.

- ii) Banners for lampposts must follow the provided specifications outlined by the Union Administration. Please see last page in document for further details.
- iii) Before banners are printed, they must be reviewed by the Union to ensure compliance with University policies and practices.
- iv) Banners must clearly display the group responsible for the services, events, or campaigns being advertised.
- v) Union Administration is not responsible for any lost or stolen banners.

### **3) General Guidelines for Campus-wide Lamppost System**

- a) Campus-wide lamppost banner poles are reserved in the order in which requests are received, with consideration being given to the size of the reservation, type of program, and space available. Union Administration reserves the right to assign, and if necessary, reassign lamppost banner poles to assure the maximum and most appropriate utilization of lamppost banner poles.
- b) Union Administration reserves the right to deny any reservation requests.
- c) Union Administration is not responsible for any lost or stolen banners.
- d) Banner poles are not available to non-university groups including local or national political candidates or parties, or to ASUU elections by individual candidates or parties. The ASUU Elections Registrar, however, may use banner poles to encourage participation.
- e) Banner poles are available to any student organization or University of Utah department.
- f) All banners will be installed and removed by the Union Administration/Facilities team.
- g) Banners for lampposts must follow the provided specifications outlined by the Union Administration. Please see last page in document for further details.
- h) Banners need to be reviewed by the Union to ensure compliance with University policies and practices.
- i) Banners must clearly display the group responsible for the services, events, or campaigns being advertised.
- j) Banners must clearly display content specific to the student organization or University of Utah department and not for any non-university groups or affiliated organizations.

### **4) Reserving Campus-wide Lamppost Banner Poles**

- a) The Union Administration Office is the official agency responsible for coordinating the use of all lamppost banner poles. Reservation requests for use of the lamppost banner poles must be submitted to the Union Administration Office.
- b) University groups may reserve campus-wide lamppost banners through the Union Administration Office.
- c) Reservation requests may be submitted by phone or writing via online application at [union.utah.edu](http://union.utah.edu).
- d) Questions or concerns about reservations concerning lamppost banners can be submitted via email to [info@union.utah.edu](mailto:info@union.utah.edu) or by phone 801-585-5035.
- e) Reservations for lamppost banner poles must be made at least one month in advance prior to the desired advertisement campaign.

- f) Reservations are considered complete once payment is received by the Union Administration Office.
- g) Groups are required to reserve their selected banner pole zone(s) for a spring, summer, or fall semester. (Specific dates will be set according to the University of Utah academic calendar).  
Additional semesters may be reserved thirty days before desired reservation.
- h) Groups are able to reserve a maximum of two banner pole zones. Additional zones may be approved by Union Administration.
- i) Banners must be delivered to the Union Administration office (Union Building Room 255) one week before reservation starts.
- j) Banners will not be removed from poles until the next reservation, however the Union Administration reserves the right to remove banners or postings after the expiration of the agreed upon reservation.

**5) Cancellations for Campus-wide Lamppost System**

- a) Cancellations must be given to the Union Administration Office.
- b) An authorized officer from the group must cancel the reservation.
- c) If a group fails to cancel a reservation at least thirty days prior to scheduled reservation, the group will be assessed the full cost of the reservation.
- d) If a group fails to use a reserved banner pole zone and did not cancel the banner pole reservation, the group shall be assessed the full cost of the reservation.