



## STANDARD ADMINISTRATIVE PROCEDURE

### **21.99.09.M0.02 Sales, Solicitations and Commercial Advertising Via University Department or Organization Web Pages and E-Mail**

*Approved October 9, 1998*

*Revised April 22, 2010*

*Revised October 22, 2019*

*Next scheduled review: October 22, 2024*

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#### **Standard Administrative Procedure Statement**

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All commercial sales, solicitations or advertisements by Texas A&M University departments or organizations, on University web sites or electronic mail, must reflect the mission and purpose of the University.

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#### **Reason for SAP**

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Individuals who desire to sell merchandise on Texas A&M University campus must have a formal contract with Texas A&M University for such sales. Any merchandise bearing a Mark of Texas A&M University must first be approved by the Division of Marketing and Communications, Office of Business Development. Contracts for sales or commercial advertisements must be initiated through the Department of Contract Administration.

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#### **Definitions**

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Marks as applicable to this procedure are defined as those designs, trademarks, service marks, logographies, symbols and colors which have come to be associated with Texas A&M University.

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#### **Official Procedure**

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##### **1. PROCESS**

- 1.1 Any merchandise offered for sale to the public that carries a licensed mark for Texas A&M University must be pre-approved by the Division of Marketing and Communications, Office of Business Development.
- 1.2 Any merchandise offered for sale to the public by a department or organization must have been acquired in accordance with University purchasing guidelines.
- 1.3 Appropriate sales taxes must be collected and paid to the state.
- 1.4 Merchandise offered for sale must be in agreement with contracts the University might have with various corporations, e.g., Barnes & Nobles Bookstores and Coca-Cola.
- 1.5 University fiscal guidelines and procedures must be followed in all transactions.
- 1.6 To ensure that sales will comply with System Regulations and University Rules, requests for sales activity shall be reviewed by the Department of Contract Administration.

## 2. SOLICITATIONS

- 2.1 Any solicitation for funds, products or services by a University department or organization must be in agreement with the purpose and mission of the University department or organization, or in support of the University mission. Unauthorized solicitations by individuals for commercial or personal gain are prohibited.
- 2.2 Solicitations should be directed to a targeted group related to the mission and purpose of the department or organization. Mass mailings to generic mail lists are not permitted.
- 2.3 Solicitations via E-mail with more than 100 destination addresses must be approved by the system administrator of the originating computing system.
- 2.4 All funds, products or services received must be properly accounted for in accordance with University Rules and Fiscal Procedures.

## 3. COMMERCIAL ADVERTISEMENTS

- 3.1 Any commercial advertisement that appears on a website or social media page of a University department or organization requires a contract with the University. Such contracts must be reviewed and approved by the Department of Contract Administration. Individual students, faculty and staff may not post commercial advertisement on personal web pages maintained on the University computing system nor use University computing resources for personal gain. As an exception, faculty may post links to their published books or films on their personal webpages

hosted by the university or on their departmental webpages with the appropriate departmental approvals.

- 3.2 Advertisements must relate to the mission and purpose of the University department or organization. Advertisements should be reviewed by Financial Management Operations to determine if Unrelated Business Income Tax (UBIT) applies. If so, the originating department will be responsible for the payment of applicable income taxes.
- 3.3 Advertisement displays on a University department or organization website or social media page may not exceed 20% of the area in view on a single computer screen. Corporate logos and hot links are included in the 10%.
- 3.4 The name of the University department or organization must be prominently displayed on any web page containing commercial advertisements.

#### 4. RECOGNITION OF SUPPORTERS AND DONORS

- 4.1 A display on a website or social media page that recognizes a supporter or donor may not exceed 20% of the web page as viewed on a single computer screen. Corporate logos and links are included in the 10%.
- 4.2 A display should clearly indicate that the individual, group or corporation is being recognized for its support or donation.
- 4.3 The name of the University department or organization must be prominently displayed on any page of a website or social media post containing recognition of supporters and donors.

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#### **Related Statutes, Policies, or Requirements**

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[System Policy 21.99.09](#)

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#### **Contact Office**

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[Division of Marketing and Communications](#)

979-845-4641