

ALCOHOL-RELATED ADVERTISING, MARKETING AND SPONSORSHIP**1. General**

This policy governs sponsorship and advertising by businesses that provide, sell, market, or distribute alcoholic beverages on College property or at College events. Advertising is any advertisement, signage, label, logo, packaging, imprint, sales promotion activity or device, public relations material or event, merchandising, or other activity or communication that has the obvious intent of promoting or marketing a non-College product, service, event, or organization. Businesses that provide, sell, market, or distribute alcoholic beverages are permitted to sponsor or co-sponsor a College event, subject to the provisions of this policy and provided that the primary audience is of legal drinking age. Sponsorship means that a College department or unit is actively involved in the event itself.

Northern recognizes that alcoholic beverages are legal commodities that may be used responsibly by persons of legal drinking age. The College also recognizes that alcohol use may lead to significant individual and societal harm. This policy is intended to reduce the potential for alcohol-related harm while allowing for the legal, safe, and responsible use of alcohol. The College has the right to refuse any advertising, marketing, or sponsorship. Any allowed advertising, marketing, or sponsorship shall not adversely affect the College's reputation.

2. Provisions

Alcohol beverage advertising and marketing programs and materials:

- shall not contain indecent or profane material or demeaning, sexual, or discriminatory portrayal of people;
- shall support campus alcohol education programs that encourage informed and responsible decisions about the use or nonuse of alcohol;
- shall not encourage any form of alcohol abuse or emphasize amount and frequency of use;
- shall not violate the principles of the College's Affirmative Action/Equal Opportunity Policy;
- shall not portray drinking as a solution to problems or an aid to social, sexual, or academic success;
- shall not provide alcoholic beverages as awards or prizes;
- shall not encourage alcohol use or imply that alcohol use improves tasks that require skilled reactions such as sports, driving, or operating machines; and
- shall not imply the College's endorsement.

3. Advertising and Promotions

Informational marketing programs shall have educational value and encourage the responsible and legal use of the products represented. At a minimum, a statement such as "This company supports the legal and responsible use of this product" must appear in all advertisements. Refer to **Standards for College Related Materials, 1010** for additional standards.

4. Authorization

The cognizant dean or director must approve sponsorship and promotional activities for the event or program. The Dean of Students must approve the display or distribution of promotional materials by chartered student organizations. Alcohol sponsorship, advertising, and marketing related to Northern athletic events or facilities must be reviewed by the Vice President for Finance and Administration and the Vice President for Institutional Advancement.

5. Publications

Student publications and publishers of non-promotional materials distributed on campus are strongly encouraged to follow the above provisions.