

Policy	O-3.5
Approved By:	College Executive Team
Approval Date:	October 20, 2011
Amendment Date:	
Policy Holder:	VP Administration

To provide a framework and guide to decision making with respect to providing commercial access to the Camosun

3. **Circumstances under which individual departments/schools can engage in commercial activity and derive the revenue benefit**

a. Advertising and Promotion

- i. when revenue is (only) used to offset the costs of college/school/department single day events. The advertising/promotion commitment is to be limited to only that event.
- ii. when revenue is (only) used to offset the costs for college/department print materials. The advertising commitment is to be limited to only that event.
- iii. when revenue is (only) used to offset the costs for Camosun sports teams activities, to offset costs. The advertising/promotion commitment is to be limited to only those activities.

b. All other commercial activity is through Ancillary Services.

4. **How much advertising/commercial activity can take place**

It is not desirable to reach a point when it appears that every available public amenity or space is being utilized or overtaken for advertising or other commercial activity. The following guidelines will be considered:

- i. If, through the advertising medium, Camosun derives more desirable amenities on campus. Decisions around this will be made in conjunction with Physical Resources Department;
- ii. The ratio of advertising/promotion to amenity/information will generally be no more than 33%, but a maximum of 50%;
- iii. Higher revenue for exclusivity or limited competition rather than volume of advertisers/promoters

4. **Where does the revenue go?**

Revenue and associated expenses flow through Ancillary Services and the net revenue is reported.

5. **Who decides how the revenue is used?**

Net Revenue from Ancillary Services is used to support the priorities of the college, and both through decisions of the College

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