



WEB SPONSORSHIP POLICY & GUIDELINES

Office of Public Information

Effective: October 13, 2009

Updated: March 28, 2012

This policy applies to all Web pages within the "ULM.EDU" domain

Policy Purpose

- A. To comply with IRS regulations concerning tax-exempt status and advertisement and sponsorship.

The IRS defines sponsorship as "a payment for which there is no expectation that the sponsor will receive a 'substantial return benefit;' the income received by the sponsored organization is not subject to tax as unrelated business income."

- B. To establish clear and relevant guidelines on how web sponsorships are displayed within the ULM.EDU Web site.

Web-related advertising and sponsorship policies are recommended by the Office of Public Information and the Executive Director of the ULM Foundation and approved by the President's Executive Council.

Monitoring and Enforcement

- A. Proposed sponsorship programs are to be approved by the Executive Director of the ULM Foundation prior to display on the ULM Web site.
- B. The Office of Public Information and the University Computing Center have the responsibility for monitoring the Web and identifying offices that may be in violation of the University's Web Sponsorship Policy.
- C. In consultation with an office determined to be in violation, the Office of Web Development sets a reasonable time for removing from the Web material that does not conform to policy.

- D. If an office should wish to appeal a decision to remove its material from the Web, it may submit a formal appeal to the Office of Web Development at webdev@ulm.edu. Questionable material may be removed from the Web during the appeals process. The Office of Web Development will forward the appeal for consideration to the Executive Director of the ULM Foundation. Final authority rests with the Executive Director of the ULM Foundation.
- E. The latest version of Web sponsorship policies and procedures is available as a PDF at <https://webservices.ulm.edu/policies/document.php?i=27523>

Web Sponsorships on ULM.EDU

All Web sponsorships incorporated, placed on and/or otherwise affiliated with the ULM.EDU Web site shall comply with the following general guidelines and restrictions:

- All proposed sponsorships must fall within the scope and function of university's mission.
- Any ULM or ULM-affiliated unit must contact the Executive Vice President **prior to proposing** any sponsorship. The Executive Vice President will decide if the sponsorship package warrants placement within the ULM.EDU Web site.
- All approved sponsorships on the ULM.EDU Web site will consist of a text-only link to the sponsor's Home page. No "deep-linking" within the sponsor's Web site is allowed. Use of a sponsor's logo is not allowed.
- All sponsorships on the ULM Web site that incorporate outside links to other non-ULM pages shall either link to an informational transfer page (the "Transfer Page") that will allow the end-user the option of clicking through to the sponsor's Home page or returning to the ULM.EDU Web site;

- or -

if a new, smaller browser window appears on the screen, the window shall display a short message noting that the user is leaving ULM.EDU Web site. Within a few seconds, the resulting site may appear in the new browser window.

For either option, the short message shall read as follows:

"You are leaving the ULM.EDU Web site. You will now access (name of sponsor's Web site). The sponsorship and link to the new site does not constitute or imply an endorsement by the University of Louisiana at Monroe. You are subject to the privacy policy of the new site."

- The focus of all content on sponsorships shall be on the identity of the sponsorship rather than on specific products and/or services of the sponsor.
- Any sponsor's Home page to which an end-user clicks through from a transfer page must allow the end-user to return to the ULM.EDU Web page without trace of any frames and/or pop-up advertising that originates from the sponsor's Home page.

On a case-by-case basis, ULM may, in its sole discretion, consider and individually approve proposed sponsorship that is not in strict compliance with certain of the foregoing general guidelines and restrictions.

Exceptions

Certain ubiquitous third-party images may be incorporated within the ULM.EDU Web site only in the course of assisting the Web user in using the content provided on the ULM.EDU Web page.

Examples of these types of exceptions may include (but not limited to):

- Adobe® Reader or PDF references
- Google® (when associated with Google's search engines and appliances)
- Microsoft® and/or Apple® or affiliated applications (Word, iTunes, etc.)
- Approved Social Media outlets (Facebook®, Twitter®, etc).
- Web-based services which ULM has a contractual obligation with (Moodle®, uPortal®, Zimbra®, etc.)

In general, these images must link only to the Web service provided (i.e., to download Adobe® Reader) and not link to the third-party's Home page.