

BLACK HILLS STATE UNIVERSITY

CHECKLIST: Institutional Sponsorship and Advertisement for Gaming and Alcoholic Beverages

1. All advertising and sponsorship signage/materials include a responsibility statement and must not in any way encourage excessive or irresponsible use of alcohol, gaming or lottery.
2. Any marketing materials that include the BHSU logo must adhere to the [BHSU Visual Identity Standards](#) including minimum logo size (2" wide for 11" x 17"; 1.5" wide for 8.5" x 14 and 8.5" x 11).
3. Recommended poster size is 11" x 17" or smaller.
4. Complete the Institutional Sponsorship and Advertising for Gaming and Alcoholic Beverages Approval Form: <http://bhsu.edu/portals/0/pdf/policies/Institutional-Sponsorship-Form.pdf>
5. Submit completed Institutional Sponsorship and Advertising for Gaming and Alcoholic Beverages Approval Form along with representations of the proposed promotional materials for review by the following University representatives in this order:
 - a. One of the following (typically the VP for Student Affairs):
 - i. Vice President for Student Affairs (all events/sponsorships not related to academic affairs or athletics)
 - ii. Vice President of Academic Affairs (if the event/sponsorship is related to academics)
 - iii. Athletic Director (if the event/sponsorship is for intercollegiate athletics)
 - b. Director of University and Community Relations, or successor unit.
 - c. University President who will issue final approval/denial of the request
 - d. Each approver has 48 hours to review and approve/deny the request.
6. Upon approval of your request, submit 28 copies of posters for promotion of your event/sponsorship to the Student Engagement and Leadership Center in the Student Union or to the on-campus individual or group you are working with for distribution.
7. Posters may be posted in areas designed for posters only (i.e. bulletin boards and strips). Publicity may not be attached to windows, doors, walls, floors, trees, light posts, or any other part of the university grounds.

NOTE: Please refer to BHSU Policy 3.2 Campus-Wide Posting and [BHSU Policy 6.2 Institutional Sponsorship and Advertisement for Gaming and Alcoholic Beverages](#) for additional guidance. This checklist is a supplement to and in no way replaces the guidelines set forth in these policies.