

Flyer Approval Form

Administrative Advisor Approval:

All applicable University policies as outlined in the [Guide to Pride](#), [Living Factor](#), [Faculty Policy Series](#), and elsewhere apply to the marketing of events and activities sponsored by student organizations, unless specifically exempted. Only recognized student organizations may advertise events or activities on campus or through other distribution methods, such as email, Get Involved HU, or other social media platforms. Failure to comply with marketing guidelines or other University policies may result in warnings, fines, loss of advertising privileges, and/or possible termination of student organization recognition. Individual students who repeatedly violate these guidelines or other University policies may be referred to the Office of Community Standards.

All student organization event marketing materials must be approved by the student organization's administrative advisor. Approved marketing materials are the only materials that should be utilized to advertise on-campus events. Student organizations that do not know their administrative advisor should contact the Office of Student Leadership and Engagement osle@hofstra.edu.

Name of Organization: *(do not abbreviate)* _____

Your Name: _____ ID Number: _____

Hofstra Email: _____@pride.hofstra.edu

Phone Number: _____

Title and description of event. *Please include if food is provided, ticket sales, guest speakers etc.:*

Have you submitted and received a room/space confirmation for this event? YES _____ NO _____ N/A _____

If your event has paid/unpaid speakers have you submitted contract paperwork yet? YES _____ NO _____ N/A _____

If approved, do you want us to make copies of your flyer? Indicate total needed _____

I have read and understand the Flyer Approval and Posting Policy.

Signature: _____ Date: _____

Residence Hall Posting Policy

Student organization members must count out and label the approved materials according to the following distribution list:

- | | | |
|--------------------|----------------------------|--------------------------|
| • Alliance: 13 | • Stuyvesant Hall: 7 | • Nassau/Suffolk: 12 |
| • Constitution: 14 | • Colonial Square West: 12 | • Netherlands: 23 |
| • VanderPoel: 14 | • Colonial Square East: 14 | • Grad Residence Hall: 5 |
| • Estabrook: 14 | | • Total: 128 |

- Approved student organization marketing materials should be brought to Residence Life two weeks prior to the event date. Residence Life staff will pick up flyers/posters on Friday afternoons in the Residence Life office between Noon and 5:00 pm and place them in the Resident Assistant mailboxes in each building/complex.
- Residence Life staff will remove all approved flyers/posters from the week prior and update the bulletin boards/tack strips with all new materials no earlier than Sunday evenings beginning at 8:00 pm, but no later than Tuesday at Noon. One flyer only per floor. All unauthorized student organization marketing materials will be removed daily.
- It is prohibited to post materials in areas not on the distribution list.

Approval and Posting Policy

Distribution of Marketing Materials: Marketing materials are considered, but not limited to, all flyers, posters, banners, brochures, table tents, magazines, newsletters, and other printed materials that are used to advertise student organizations or events. Marketing materials also includes social media advertisements for on-campus events. The *OSLE Flyer Approval and Posting Policy* applies equally to all marketing materials.

Content and Format Guidelines

1. Marketing materials should use inclusive language and demonstrate respect for all individuals. The following content is prohibited: off-campus advertisements not affiliated with Hofstra University; advertisements for off-campus parties; inappropriate/offensive/explicit content; images or writing that references the use of illicit substances, drugs, or alcohol; or any content that displays or encourages negative stereotypes, prejudices, or negatively targets any characteristics addressed in the University Nondiscrimination Policy.
2. Marketing materials designed to advertise student organization events/activities (i.e. advertisements) must identify the sponsoring organization and include: title of event, date, time, location, and contact information for participants requesting special accommodation.
3. Advertisements must provide sufficient blank and/or light-colored space to ensure the clarity and visibility of an approval stamp by the administrative advisor when copies are made.
4. All marketing materials posted or hung on campus that are larger than 11 " x 17 " must be printed on fire retardant materials. Proof of fire retardant is required for all materials. Fire retardant paper is available for purchase through the Office of Student Leadership and Engagement, Room 244, Student Center.

Review and Approval Process

1. All marketing materials must be submitted to the student organization's administrative advisor during normal business hours at least 24 hours before the desired distribution date but may not be distributed more than two weeks in advance of the advertised event.
2. Student organizations should submit a *Flyer Approval Form* and two copies of the flyer.
3. Review of submitted marketing materials should be completed by the organization's administrative advisor within two business days. Approved print materials will be date stamped by the administrative advisor.
4. Flyers only: Free copies of flyers can be produced by the Office of Student Leadership and Engagement once approved by the administrative advisor. OSLE can print color flyers on white paper or color paper per availability.

Posting Guidelines

1. Marketing materials may not be hung on any painted brick, glass, or metal surfaces, including windows, doors, and floors.
2. In the Student Center, marketing materials may only be posted on tag strips or plexiglass promotional boards. Posting in any footbridge (unipan), on the Multipurpose Room divider, or the Atrium pillars is strictly prohibited.
3. In academic buildings, flyers may only be posted on designated areas, such as tag strips and open bulletin boards.
4. The posting of print materials is restricted to one item per bulletin board or tag strip.
5. On-campus student events may not be advertised at off-campus locations.
6. Only an approved flyer via the OSLE flyer approval process should be utilized to advertise on-campus events on social media.
7. See the *OSLE Flyer Approval Policy* for specific guidelines to distribute print materials in the Residence Halls or Campus Dining facilities.
8. All print materials must be removed by the sponsoring student organization within 24 hours of the event/activity advertised.

Campus Dining Posting Policy

1. Flyers cannot be posted in food-serving areas.
2. Table tents are only permitted to be placed on tables after approval by a dining facility manager.
3. Flyers cannot be placed on doors (including dining facility entrances).
4. Flyers cannot be placed by registers.
5. Flyers can be placed on tables or countertops (designated for eating) but must not be taped down.
6. The manager of the facility must approve all table tents that student clubs wish to display inside dining facilities. It is at the manager's discretion to discard the table tent.