GUIDELINES FOR REGISTERED STUDENT ORGANIZATIONS REGARDING UW SPONSORS

Using Brand Names and Logos in connection with Fundraising, Food/Beverage Sales, Etc.

These guidelines are to help Registered Student Organizations (RSOs) understand how to align their activities with the UW's sponsorship agreements and trademark policies.

COMMERCIAL ACTIVITY

RSOs are only permitted to sell products to raise funds for their RSO with approval from the SAO office. Any sales must comply with the Student Activities Office's Fundraising Guidelines. No retails sales are permitted.

USE OF UW TRADEMARKS

Except as provided in this guide on "The Use of UW Trademarks by Registered Student Organizations," RSOs are not permitted to use UW's legally protected trademarks (like the UW logo) without approval from the **UW Trademarks & Licensing Office.** This ensures that student groups stay consistent with brand guidelines.

EXCLUSIVE PARTNERS

The UW has three sponsors who are contractually granted campus exclusivity: **Alaska Airlines, PepsiCo, and Starbucks.** This means the UW must take steps to ensure that only these brands are associated with the UW's trademarks.

Because of these agreements, RSOs cannot sell, advertise, or promote competing brands alongside the UW's trademarks (often called cobranding). So, what does this mean for your event?

- We encourage you to use our exclusive partners whenever possible. They're not only great partners to UW, but they also often provide free product or extra support for student groups.
- If you'd like to serve a non-exclusive brand at your event, you may do so — but with a few important limits:
  - You can serve the product and use its name, so long as doing so does not suggest an official association with or sponsorship by the UW (cobranding).
  - **You cannot display its logo on flyers, posters, social media, or signage.**
  - If food/beverages are sold, the sales must comply with the Fundraising Guidelines published by the Student Activities Office (SAO).

In short, you can serve a different brand, but there can be **no cobranding with the UW or the UW's marks**, and any sales must be only for fundraising purposes.

For clarity: Any RSO events or programs that receive monetary sponsorship from companies that compete with UW's exclusive partners must be preapproved by SAO and comply with these guidelines and other UW policies, including the Fundraising Guidelines.

ALLOWED

✓Fundraising sales and giveaways of pre-approved food/beverage items at tabling or other events

NOT ALLOWED

✗ Associating the UW's name/logos with the name/logos of a competitor to a UW sponsor

✗ Any sales that do not comply with SAO's Fundraising Guidelines

SUPPORT FOR RSO'S

Free product opportunities: RSOs may be eligible to receive Pepsi or Starbucks products to support their events. Strategic Partnerships can walk you through the options: sponsorships@uw.edu.

General event questions: The Student Activities Office (SAO) is here to help you navigate policies and keep your event running smoothly.

QUESTIONS?

For more information, and to make sure your organization operates within these guidelines, please contact the Student Activities Office: sao@uw.edu.