

Marketing Your Event

Getting the word out about your event is crucial. Here are some reminders about the University's policies, procedures, and resources for marketing your student organization's upcoming program or event.

CREATING YOUR MARKETING

Keep in mind that all posters are **REQUIRED** to have the event's **date, time, contact person, and location** clearly advertised. The names of all **sponsoring organizations and departments**, including **contact information**, must also be included.

Don't forget the Creative Zone, located in SLP 302, is a great resource to help you create unique marketing material for your event!

ON CAMPUS MARKETING

Your organization must adhere to the following campus posting policies:

- Student org events must be approved through the Event Registration and Approval (EvR) Process. (See "SLIC's Guide To...Registering Your Student Organization Event")
- Adhering any material to walls and doors in any way is strictly prohibited (indoor or outdoor).
- **Only blue tape** can be used to hang all large banners (*for flyers, see below*). You can purchase blue tape at the Torero Store. Registered undergraduate student organizations can visit the Creative Zone (SLP 302) to rent blue tape for free.

POSTING ON KIOSKS

- Postings must adhere to all requirements and aforementioned policies.
- Posters may be **no larger than 8.5"x11"**.
- **Bright colored paper**, which will bleed through and stain the kiosk, is not permitted.
- Posters may only be posted **one week in advance** of your event.

FLYERS ARE NOT PERMITTED TO BE TAPED TO THE GROUND, BUILDING WALLS, OR GLASS DOORS AT ANY TIME.

CAMPUS BUILDINGS & RESIDENCE HALLS

All marketing materials must be approved by the building's administration before posting.

HAHN UNIVERSITY CENTER/STUDENT LIFE PAVILION

- You may post up to eight (8) flyers total around the UC/SLP.

SERRA HALL, CAMINO HALL, FOUNDERS HALL

- Bulletin boards labeled "Open Posting" can be found throughout Serra, Camino, and Founders Halls. A maximum of one (1) flyer per bulletin board is permitted. For Camino/Founders, please bring flyers to the CAS Dean's Office, Founders 114.

RESIDENCE HALLS

Organizations can request authorization to post flyers in residential halls by:

- Sending a copy of the flyer to residentiallife@sandiego.edu for approval. The approval process is at least one week.
- After the flyer has been approved, instructions will be given for how to divide and label flyers for distribution.
- Deliver copies of approved flyers to Mission Crossroads.

BE BLUE GO GREEN

Remember to be creative and sustainable when marketing your event!

Post your event on the **electronic signage** throughout the Hahn University Center and Student Life Pavilion. Visit <http://www.sandiego.edu/UCSLPdisplays> for more information. For electronic signage in other campus buildings, contact their building's operations office.

Advertise on the **Blue Buzz**, **Torero Life**, and other University Advertising outlets by submitting your event to MyPostings: <http://www.sandiego.edu/mypostings/>.

Put your event info on the **entrance marquees** by e-mailing marquee@sandiego.edu. Submit the name of your event, event date(s), start time, sponsoring organization(s), location, and contact info two (2) weeks in advance of the event.

Use the event flyer board on **ToreroOrgs**, create a Facebook event, or use other **social media** to spread the word.

OFF CAMPUS MARKETING

The Office of Public Relations can help you determine the best method for advertising your event off campus. In general, campus marketing must include the official USD logo and adhere to USD's Brand Marketing terms. Visit <http://www.sandiego.edu/publicaffairs> or call 619-260-4681 for more info.



<http://www.sandiego.edu/slic>

slic@sandiego.edu

619-260-4802

Student Life Pavilion, 3rd Level