

SOUTHEASTERN LOUISIANA UNIVERSITY
Guidelines for Campus Alcohol Advertising

Advertising and marketing materials may not contain any lewd or indecent language or images, including depicting the act of drinking.

- Advertising cannot disparage competitive brands or venues.

Alcohol, bar tabs, coupons for free or reduced drinks, etc. may not be awarded as prizes and may not be advertised as such on flyers, posters, or any signage to be used on the campus.

No uncontrolled sampling as part of a campus-marketing program is permitted. No sampling will include any drinking contests. If sampling is allowed, it will be limited as to time and quantity and principles of good hosting should be observed including alternate beverages, food and planned programs. The consumption of the alcohol cannot be sole purpose of the activity.

Display and availability of promotional materials must be cleared with the Assistant Vice President for Student Affairs prior to the event.

Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of the products represented.

Promotional activities must not be associated with otherwise existing campus events or programs without the prior knowledge and consent of appropriate university officials.

Alcohol should not advertise or market at any event where most of the audience is reasonably expected to be below the legal purchase age. This includes the marketing of clothing, toys, games and/or game equipment, or other materials used primarily by persons below the legal purchase age.