

BUSINESS POLICY

TO: All Members of the University Community 2019:07

DATE: February 2019

UNIVERSITY EXCLUSIVE BEVERAGE POLICY (Supersedes 2000:14)

1. GENERAL PURPOSE

The purpose of this policy is to prevent the unauthorized, "University", purchase or participation in activity that would be in violation of the exclusive pouring rights agreement between the University and its official beverage provider.

2. POLICY

It is the policy of Ferris State University that all purchase and trademark association of beverages be exclusive to the University's exclusive beverage partner. Ferris State University does not approve or condone the following:

A. Competitive Products on Campus

Sale, dispensing, serving, or sampling of beverages other than the products of the exclusive beverage partner. Kendall and Grand Rapids Pharmacy locations are excluded.

B. Competing Trademark Visibility

Granting of trademark visibility, advertising, or promotional rights to competitive products of the exclusive beverage partner. Association or appearance of an association between University, the Campus, or the university marks and competitive products of the exclusive beverage partner.

C. Promotion or Advertising of Competitive Products

There is to be no permanent or temporary advertising, signage, or trademark visibility of competitive products displayed on campus.

D. Competitive Use of University Marks

The University must not grant any advertising or promotional rights including use of the University Marks to third parties (such as broadcasters) in a way that permits those third parties to use those rights in association with competitive products.

Broadcasters may sell in-game spot advertising for competitive products, so long as the spots do not display or refer to the University Marks or otherwise associate the University, the Campus, or the University Marks with competitive products through the images or text that appear on-screen or are mentioned on-air.

E. Association with Competitive Products

The University must not enter into - or maintain or permit anyone else to enter into or maintain - any agreement or relationship that in any way associates competitive products with University, the Campus or the University Marks.

F. Association with Affiliates of Competitive Products

The University must ensure that neither University, the Campus, nor the University Marks are associated with any third party advertisement or promotion if it involves competitive products.

G. Third-Party Beverage Promotions

The University must not grant any third party the right to conduct promotions involving beverages or beverage containers, including promotions that relate primarily to non-beverage items but involve a beverage as a purchase requirement or promotional fulfillment. This applies even if the promotion involves a company beverage.

H. Ambush Marketing by Competitive Products

If any third party tries without consent to associate competitive products with the University, the campus, or the University Marks, or tries to suggest, by implication or otherwise, that competitive products are so associated, the University will take reasonable steps to stop this "ambush marketing".

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