

UNIVERSITY OF WISCONSIN-MADISON
FACILITIES USE GUIDELINES

SUBJECT: Registered Student Organization: Sponsorship Addendum to Facility Use Agreement

FROM: Central Reservation Office

DATE: June 1, 2002

In consideration for conducting an event ("Event") on the premises of the University of Wisconsin-Madison as described in the attached facility use agreement, the (name of Registered Student Organization) ("RSO") agrees as follows:

1. The non-university sponsor(s) or underwriter(s) ("Sponsor") for the event shall be: _____

2. The nature of the sponsorship (i.e., cash, goods/services, etc.) shall be: _____

3. The RSO agrees that it and all sponsorship and sponsorship recognition pertaining to the Event will comply with the following requirements:

- A. In all publicity and recognition of sponsorship for the Event, the full logo and/or full name of the RSO must be listed as the presenter of the Event.
B. In all publicity and recognition of sponsorship of the Event, the name or logo of the Sponsor must be less prominent in size than the name or logo of the RSO.
C. Sponsorship recognition is limited to the display of Sponsor name and/or logo.
D. Any Sponsorship recognition must not imply or state an endorsement of Sponsor by RSO or University.
E. Any use of University trademarks or logos in conjunction with the publicity and recognition of sponsorship regarding the Event shall be approved in advance by the University's Office of Trademark Licensing.
F. RSO shall comply with all applicable University policies, including the UW-Madison Policies Governing Advertising, Commercial Use, Acceptance of Gifts, Sponsorships, Incentives, and The Use of University Marks.

4. The RSO agrees that if it or the Sponsor(s) fails to abide by the foregoing restrictions, its ability to conduct events in University facilities may be restricted. Accordingly, RSO is encouraged to enter into a written agreement with Sponsor, setting forth the limitations on Sponsorship recognition, so that RSO can be sure Sponsor will not violate the terms of this Agreement.

RSO Responsible Individual: _____ Date: _____

Signature: _____