

# event marketing@uci

Event marketing is one of the most important aspects of creating and implementing a successful program. Below is a partial list of the potential venues for marketing your event that have proven to be effective for programmers in the past. While these represent some of the very useful resources for marketing your programs, they are just a starting point and we encourage you as a student programmer to both use these and reach beyond to other creative venues.

## Posters

- Always include: organization name, event title, event date, event location, event time, co-sponsoring organizations. If posting on campus, include post 'til date and use masking tape ONLY.
- Poster making facilities in the Student Life & Leadership Office (3rd floor, Student Ctr.)
- \$0.50 per 5' paper and marker use is free
- Poster paper (butcher paper) can be purchased by the roll from Pickwick Paper ([pickwickpaper.com](http://pickwickpaper.com))
- Please refer to UCI posting policies

## Online Publicity

- Anteater Weeklies (<http://antweek.vcsa.uci.edu/>)
- [today@uci](mailto:today@uci) ([http://today.uci.edu/contact/campus\\_publicity.asp](http://today.uci.edu/contact/campus_publicity.asp))
- facebook (<http://www.facebook.com>)
- twitter (<http://twitter.com>)
- CCC Weeklies (email info to [uciccc@uci.edu](mailto:uciccc@uci.edu))
- Student Organization Websites (the Student Life & Leadership Office provides FREE web server space for registered organizations to utilize. For more info, go to: <http://clubs.uci.edu>)

## Media

- New U advertising (<http://www.newuniversity.org/main/advertising>)
- KUCI (<http://www.kuci.uci.edu/>)
- Daily Pilot (<http://www.dailypilot.com/>)
- Orange County Register (<http://www.ocregister.com/>)
- UCI Alternative Media ([http://www.vcsa.uci.edu/comm\\_altmedia.php](http://www.vcsa.uci.edu/comm_altmedia.php))

## Personal Invitations

- Invite the Chancellor (<http://www.dos.uci.edu/publications/pdf/chancellorinvitedlmifi.pdf>)
- Invite academic departments and campus resource centers
- Invite UCI faculty & Staff
- Invite each other! (student orgs with similar interests)

## Printing

### ON CAMPUS (BANNERS and T-SHIRTS)

**UCItems:** for printing t-shirts, plaques, etc. (949) 824-7555; UCI Student Center Hours: M – F 9:00am – 5:00pm

**ASUCI Design Lab:** [fb.com/Asmedialabs](https://fb.com/Asmedialabs), [marketing@asuci.uci.edu](mailto:marketing@asuci.uci.edu)

**ARC:** t-shirts, Nick Rycroft, [arcprint@uci.edu](mailto:arcprint@uci.edu)

### OFF CAMPUS (FLYERS, POSTERS, & OTHER THINGS)

**Greek Life Threads:** [www.greeklifethreads.com](http://www.greeklifethreads.com)

**District Printing:** t-shirts (877) 835-6510; (<http://www.districtprinting.com>)

**americasprinter.com:** posters, post-cards, brochures, etc. (800) 552-1303; (<http://www.americasprinter.com>)

**Fedex Office:** flyers, posters, etc. (949) 854-7557; University Town Center (across the street)

**SGX Media:** flyers, posters, screen printing (714) 636-0703; (<http://www.sgxmedia.com>)

**nextdayflyers.com:** flyers, posters, etc. (800) 251-9948; (<http://www.nextdayflyers.com>)

## Marquees

ASUCI Student Center Marquee

Marquee request info and form can be downloaded from: (<https://www.asuci.uci.edu/marquee/>)

## On-Campus Housing

Each complex has its own policies. Clear your posters and flying with the respective housing offices before hand.

- Middle Earth: (949) 824-5976
- Mesa Court: (949) 824-6177
- Campus Village: (949) 824-7491
- Arroyo Vista: (949) 824-3900
- Vista del Campo: (949) 854-0900
- Vista del Campo Norte: (949) 856-4600
- Camino del Sol: (949) 737-7000
- Puerta del Sol: (949) 737-7000

# Policy on Posting and Distribution of Literature

(Adapted and revised 8/06 from Section 900-12 of the UCI Campus Implementation of the UC Policies)

## A. Definitions:

### Noncommercial/Commercial Literature

For the purpose of this policy, noncommercial literature is defined as any printed material referring to an event, activity, or service that is not conducted for private business or personal gain. The posting or distribution of commercial literature and materials, other than the occasional/incidental sale of personal property of interest to University students, faculty and staff, is prohibited

## B. Posting and Distribution Regulations

1. University students, faculty, staff, registered campus organizations, and University units may post and exhibit noncommercial literature and printed materials only in approved locations areas open to the public generally
2. Non-University persons and organizations may post noncommercial literature and materials only for events/programs being held on the campus and only in areas designated for posting. Non-University persons may distribute such literature and materials only in areas open to the public generally
3. Material relating to employee representation is governed by rules established in accordance with the Higher Education Employee/Employer Relations Act and Section 900-14
4. All posting must adhere to University policy regarding alcohol (see Section 900-13)
5. All literature and printed materials, both those written in English and those written in another language, must clearly show the name of the sponsoring person or organization in English
6. All literature and printed materials that refer to a specific event or date must be removed by the sponsoring individual or organization within 48 hours after the event or program
7. All literature and printed materials that do not refer to a specific event or date must bear a removal date not to extend beyond the last day of the academic quarter.
8. Posting with glue is expressly prohibited
9. Only one poster, flyer, or banner per event per posting area is allowed. A banner, or cluster of flyers or posters, may not exceed five feet in length and three feet in width. At any given time, no more than six banners may be posted on campus for a particular event
10. Posting on top of or removing announcements that are current and legally posted will be considered violations of these regulations

## C. Approved Locations (see Section 42.20, Campus Implementation)

1. Posters, Flyers, and Announcements
  - University general purpose bulletin boards
  - Interior and exterior concrete surface of the Crawford Hall/West Pelatson Drive overpass
  - Interior concrete surface of Ring Mall pedestrian bridges: UCI Student Center/Humanities and Middle Earth/Engineering Lecture Hall
  - Interior of the concrete railings in each of the lower plazas (i.e., that surface not exposed to Aldrich Park)
  - Sites selected and controlled by School of the Arts
  - Sites selected and controlled by Housing Administrative Services

## 2. Banners

- Interior of the concrete railings in each of the lower plazas (i.e. that surface not exposed to Aldrich Park)
- General exterior posting areas within Housing
- Interior concrete surface of Ring Mall pedestrian bridges: Humanities Bridge and Engineering Bridge
- Exterior of overpass bridges must be reserved with UCI Student Center & Services (formerly known as Scheduling & Conference Services, in accordance with other campus policies)

## D. Prohibited Posting Surfaces and Distribution Areas

1. Posting Surfaces
  - Ground, paths, and walkways
  - Glass, wood, painted, or finished surfaces
  - Trash cans, benches, trees, shrubbery, and landscaping
  - Inside classrooms, lecture halls, laboratories, and walls inside buildings
  - Interior stairwells and stair railings
  - Fixed poles, traffic control devices, guideposts, signposts, campus directional signs, historical markers, or tops of kiosks
  - Automobile windshields
  - Entrances to buildings
  - The bridge connecting the campus with the University Center (requires City of Irvine approval)
  - Exterior building surfaces not approved by Housing Administrative Services
2. Any exceptions to these approved locations should be reviewed by the office of the Dean of Students.

## E. Campus Marquees

Posting of events on campus marquees is coordinated by the following offices:

1. For the Bren Events Center Marquee, located at West Pelatson and Mesa, contact the Bren Events Center at (949) 824-5050
2. For the Student Center marquee, all posting requests shall be submitted through the ASUCI website at: <http://www.asuci.uci.edu/marquee>.

## F. Temporary Directional Signs

Temporary directional signs are for directional purposes only, not advertising. They may be posted no more than 6 hours prior to an event and must be removed within 12 hours after the conclusion of the event for which they were intended.

## G. Sanctions

1. Building managers may grant exceptions to this policy to campus organizations whose written request has been approved by the Dean of Students.
2. All illegally posted materials will be removed. Violators may be subject to fines and/or student disciplinary action, including loss of privileges (see Section 105 of the Policies Applying to Campus Activities, Organizations, and Students, and their implementing guidelines)

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