

SOUTHWESTERN ILLINOIS COLLEGE	POLICY ISSUE	Institutional Advertising, Sponsorships and Merchandise Licensing/Royalties
DISTRICT 522	POLICY CODE	8017
BOARD POLICY MANUAL	DATE ADOPTED	October 2010
POLICY	DATE(S) REVIEWED	October 2011
STATEMENT	DATE(S) AMENDED	December 2011

This policy recognizes the income-generating opportunity afforded by Institutional Advertising, Sponsorships and Merchandise Licensing/Royalties. Requiring prior approval from the College President for any/all solicitations, the Vice President for Marketing and Institutional Advancement shall serve as the district-wide administrator responsible for the administrative procedures.