



University of Western States reviews co-marketing or co-branding requests to protect the integrity of the UWS brand and to avoid the appearance of UWS endorsement of the requestor's products or services. This policy describes the considerations for evaluating those requests.

### **I. Definitions**

**Co-marketing:** When two organizations combine marketing efforts and resources to cross-promote their products or services to each other's audience (i.e., a company and UWS co-hosting an event, each splitting the costs and equally promoting the event to their constituents.)

**Co-branding:** Co-branding may be as simple as UWS's logo appearing alongside an outside organization's product, thus implying an association, or as sophisticated as UWS and an outside organization joining to create a new product, service or marketing campaign indicative of both their identities, for the purpose of leveraging the success of one brand to bring success to another brand. (i.e., UWS and another educational institution partnering to co-create a new course or program, or UWS and an employee recruitment company developing a campaign to link the value of a UWS education with an increased ability to find gainful employment via the company's network.)

Co-marketing and co-branding are not necessarily mutually exclusive arrangements.

Co-marketing and/or co-branding relationships may be stand-alone agreements, or they may be part of an ongoing collaboration or partnership between UWS and another organization.

### **II. Authorities Delegated and Administrative Responsibility**

The office of the president reviews co-marketing or co-branding proposals and directs the proposal evaluation process.

The agreement and its planned components are subject to final review and approval by the University of Western States president.

### **III. Evaluation Considerations**

When evaluating a co-marketing or co-branding proposal, the office of the president and/or assigned staff:

- Performs sufficient research to determine whether the proposed agreement complements the university's mission and values.
- Evaluates for equitableness.
- Reviews to ensure there is significant tangible or intangible benefit to the university as a result of the proposal and that proceeds are distributed favorably.
- Considers if there will be a need for additional capital or university resources in order to fulfill the terms of the proposal.
- Ensures that standard contractual terms and the requirements of this policy acceptable to UWS are met.
- Ensures the main university brand or mark are not altered, and that the co-branding fits within the university brand strategy, voice and tone.
- Reviews the duration of the proposal.



#### IV. Conditions and Restrictions

- Co-branding requests from UWS internal constituents (including student groups, departments, etc.) are considered only when the university mark, logo and brand elements are utilized in strict adherence to UWS brand guidelines. The university mark may not be used or combined with other elements, graphics or logos.
- Proposals that may jeopardize the university's nonprofit status and accreditation standing are not accepted.
- UWS retains the right to review, approve, or reject all communications related to a co-marketing and co-branding initiative. This includes—but is not limited to—product packaging, advertisements, announcements, articles, social media posts and press releases.
- Co-marketing and co-branding agreements may not violate university policies, threaten academic freedom, or influence operational or procedural matters relating to the university's role in the fulfillment of the agreement.
- University employees, trustees or students may not receive personal benefit (e.g. commissions, gifts or other payments) as a result of any co-marketing or co-branding agreement. Any benefit must be disclosed to the office of the president.
- The university declines co-marketing or co-branding proposals that actually or potentially reflect negatively on UWS, are in discordance with the UWS mission or values, or are otherwise not in the best interest of UWS.
- **The university reserves the right to decline co-marketing or co-branding proposals for any reason at any time**, or to discontinue a co-marketing or co-branding initiative at any time.

**Related Policies:**    [Policy 1005 \(B\) Conflict of Interest](#)  
                              [Policy 7001 Sponsorship](#)  
                              [Policy 7002 Donation Acceptance](#)  
                              [Policy 7003 Institutional Naming](#)

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