



University of Western States takes special care in reviewing co-marketing or co-branding requests to protect the integrity of the UWS brand and to avoid the appearance of UWS endorsement of the partner'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 unique 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 the leveraging the success of one brand to bring success to its partner 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 university communications 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 university:

- 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 partnership and that proceeds from the partnership 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 UWS acceptable standard contractual terms and the requirements of this policy are met.
- Reviews the duration of the proposal.



#### IV. Conditions and Restrictions

- UWS does not entertain co-marketing or co-branding proposals from entities whose programs and activities seek to compete with those offered by the university.
- Proposals that may jeopardize the university's nonprofit status and accreditation standing are not accepted.
- UWS retains the right to review and approve 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 be structured in such a way that violates university policies, threatens academic freedom, or seeks to 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 substantial personal benefit (e.g. commissions, gifts or other payments) as a result of any co-marketing or co-branding agreement. Any substantial benefit must be disclosed to the vice president overseeing communications.
- 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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