

# Advancement | UCF Foundation, Inc.

## Fundraising Events Advertising, Trade Shows, Conferences, and Exclusive Arrangements Guidelines

Policy# 7.26

Effective Date: 12/15/2020

Responsible Department: Accounting

### 1. **PURPOSE**

The purpose of this policy is to outline the University of Central Florida Foundation, Inc.'s (Foundation) guidelines for advertising, trade shows, conferences, & exclusive arrangements.

### 2. **APPLICABILITY**

This policy applies to all donors and University of Central Florida (University) employees soliciting or processing gift revenue.

### 3. **POLICY**

The Foundation is a tax-exempt charitable organization formed under Section 501(c)(3) of the Internal Revenue Code and a direct support organization of the University. Because the Foundation was established with the primary purpose of soliciting and accepting charitable donations on behalf of the University, it will not accept proceeds from non-charitable activities such as advertising, trade shows, conferences, and exclusive arrangements from University departments or affiliated entities outside the division.

Advertising is defined in Treas. Reg. 1.513-4(c)(2)(v) as any message or other programming material which is broadcast or otherwise transmitted, published, displayed or distributed and which promotes or markets any trade or business or any service, facility or product. Advertising includes messages containing qualitative or comparative language, price information or other indications of savings or value associated with a product or service, an endorsement or an inducement to purchase, sell or use the sponsor's company, service, facility or product.

Trade show and conference proceeds are also not considered charitable donations. The University processes these types of revenue through the University Continuing Education Office.

Exclusive arrangements include exclusive sponsorships and exclusive provider of goods and services. An exclusive sponsor which results in a substantial benefit is when the sponsorships limits the sale, distribution, availability, or use of products, services, or facilities that compete with the sponsor's products.

### 4. **CLARIFICATION**

Requests for clarification of this policy should be sent to the Associate Vice President and Chief Financial Officer.

Certified as approved by the Executive Committee of the Foundation Board of Directors on December 15, 2020.

---

Name: Rachel Schaefer

Title: Associate Vice President for Advancement Strategy and Chief Operating Officer

Revision history: 2/24/2014

Adoption Date: 12/13/2007

History: 313