



UNIVERSITY OF MINNESOTA
ALUMNI ASSOCIATION

Advertising & Sponsorship Policies

The University of Minnesota Alumni Association (UMAA) is a volunteer governed, nonprofit organization. The Association offers advertising and sponsorship opportunities across platforms that include its award-winning magazine, *Minnesota Alumni*; digital and print communications that reach hundreds of thousands of recipients; and numerous online and in-person events.

As the owner and publisher of these assets, the UMAA reserves the right to deny any request to advertise, sponsor, partner, or sell products for any reason. Specifically, the UMAA will not associate its brand with content that:

- Is sexual or violent in nature
- Is related to political entities or candidates
- Depicts and / or promotes use of drugs, cigarettes or other tobacco products

Additional restrictions may be placed on any advertisement or sponsorship for higher education academic programs that compete with those offered at the University of Minnesota

Requests for UMAA to publish content intended to generate revenue for entities other than the UMAA, and delivered via UMAA channels (digital, print, social or other), will require purchase of an advertisement. This includes but is not limited to discounts or offers of any kind (e.g., class registration, event tickets, merchandise sales or donations). Exceptions may be made for University of Minnesota alumni events.

Advertising or sponsorship content displayed at a UMAA event, or included in a UMAA communication, DOES NOT imply endorsement of a service or product.