



University of Central Florida SGA Marquee Guidelines and Regulations Packet

In an effort to create better communication among student organizations, athletics, and on campus events to the student body, the Student Government Association, with help from the Student Union and UCF Athletics Department, has purchased an electronic scrolling marquee which is housed above the south entrance of the Student Union. The purpose of this promotional tool is to educate the more than 24,000 average daily visitors to the Student Union about the extraordinary events, conferences, and competitions that student organizations hold near or on the UCF campus. It is also designed to help promote (free for student) events on campus such as SGA open forums, athletic home games, concerts, speakers, and seminars. Since the sign was bought through the use of Activity and Service Fee funding, in no way may the sign be used for advertisement of products or events that are not free to the UCF student body. Below are the regulations and restrictions governing all messages displayed on the electronic marquee, as well as a priority sheet for organizations, agencies, and departments.

Marquee Specs/Dimensions

- Screen is 19" tall and 117" long
- Visibility from 10ft - 1000ft
- 4", 6", and 8" characters carry the best clarity
- Characters include international characters, block, slim, wide, uppercase, lowercase, programmable graphics/logos
- Characters can range from 4" tall for 5 lines to 19" tall for 1 line

Message Policies

The policies stated below shall apply to all messages/graphics which will appear on the SGA electronic marquee:

1. Only messages/graphics promoting events on campus will be displayed. NOTE: Does not apply to the UCF Athletics Department or SGA Agencies.
2. Messages/graphics must be turned in to the front desk of the Office of Student Involvement, RM 208, 72 business hours before the reservation begins. Early requests will only be accepted seven (7) business days prior to the reservation.
3. Messages/graphics may only be reserved for up to seven (7) consecutive days. There must be a one (1) week span between reservations for the same message or similar message. Messages that are not shown during the reserved time may be resubmitted immediately after the initial reservation has expired. NOTE: Does not apply to the Student Government Association.
4. Message/graphic reservations are limited to ten (10) per semester for Registered Student Organizations.
5. Messages should not be used for recruitment for particular organizations such as ("Join the Rock Club"). They can however promote recruitment events such as ("Radical Rush events outside the union all week" or "Fraternity Rush events Monday, Tuesday, and Wednesday this week" as long as the events are held on campus.
6. Messages should not be used for individual/group advertising for any elections (Senate, Presidential, USA Presidential, etc.)
7. All messages, will be deleted after the reservation period expires.
8. Messages will be displayed on weekdays and weekends.
9. Messages cannot start on weekends or University holidays.
10. Submitted messages must fit on the electronic marquee screen in their entirety. If a message is too long/large for the screen; the Office of Student Involvement will have discretion in editing the message in order to make it fit properly.
11. Web addresses that are promoted on the marquee must be officially affiliated with the organization/department submitting the reservation.
12. An approved officer/exec member of a Student Organization, agency, or department must make all message reservations. A signature is required to process the reservation.
13. Messages will be screened for inappropriate language or offensive dialog that may portray the University of Central Florida and/or its student body inappropriately.

Message Priority Listing

1. Registered Student Organizations
2. Student Government Association
3. Student Government Agencies
4. UCF Athletics Department
5. UCF Arena
6. University Departments

Messages submitted to the Office of Student Involvement will be checked daily for the requirements set forth in this packet. Once approved, they will then be given a priority number as associated with the appropriate group/agency/department. The message center will only scroll twenty (20) messages per day and will appear in priority order. Example: 22 messages are submitted for Monday. All of them are Registered Student Organizations except 2 are SGA messages. That Monday the SGA messages will not appear and will only appear on Tuesday if 18 of the RSO's have their messages reserved for Tuesday also.

Individual Organization/Department Guidelines

All messages are governed by the policies listed earlier and the following suggestions are merely guidelines which SGA would like organizations to follow when making message reservations. In no way does this limit the promotion possibilities of the marquee.

Registered Student Organizations-

RSO's should use the electronic marquee for a number of promotional uses. Some of these include on campus awareness weeks, on campus events, on campus philanthropies open to all students, on campus speakers, and on campus conferences or competitions.

RSO's should NOT use the marquee to promote weekly meetings, fundraisers, recruitment messages such as "Join the UCF robot club" or any event not free to the UCF student body.

Student Government Association-

SGA should use the electronic marquee for a number of promotional and informational uses. Some things include SGA open forums, SGA Senate meetings, SGA Presidential debates, SGA financial resources available, SGA advocacy resources available, SGA scholarships, SGA Concerts, and any other SGA funded events/resources free to the UCF student body or subsidized for the UCF student body.

SGA should NOT use the marquee to post committee meeting times or to promote the organization it self.

Student Government Association Agencies-

SGA Agencies should use the electronic marquee for promotion of its on campus events and programs free to the student body. Some of these include OSI's Get Involved programs, MSC Cultural Week(s), homecoming events, job fairs held in the Student Union, and the grand opening event of the RWC resort pool. Events where non-students are charged can also be displayed on the marquee as long as UCF students are free.

SGA Agencies should NOT use the marquee to promote the individual agencies recruitment or individual groups recruitment within those agencies. Example: "Join the CAB concert board," Retreats and meetings should also not be placed on the marquee.

UCF Athletic Department-

UCF Athletics should use the electronic marquee mainly to promote on campus games in efforts to gain a larger audience. The marquee should be used to help promote home athletic games and special events/games such as the USF vs. UCF football game. They should also use the sign for pep rallies and to announce special accomplishments such as winning a conference championship.

UCF Athletics should NOT use the marquee as an Athletics billboard for scores, highlights or away game promotion. They should also not use it for promotion of any other athletics website(s) that is/are not affiliated with the University or UCF Athletics.

UCF Arena-

UCF Arena should use the electronic marquee to help promote events which are free to the UCF student body such as job fairs and sports marketing career expos.

UCF Arena should NOT use the marquee for promotion of any event/concert/game that is not free to the UCF student body. They should also not promote the Arena itself or the renting/advertising of the Arena.

University Departments-

University Departments should use the electronic marquee to promote University lectures and events such as the SDES Welcome Expo and LINK events which are free to the UCF Student Body.

University Departments should NOT use the marquee to promote their individual departments or research. They should also not promote in-class events or class initiated events such as cornerstone projects.



SGA Electronic Marquee Reservation Form

(Please print in blue or black ink. Return to the OSI front desk in SU 208 at least 72 hours before the reservation start date)

Classification: Registered Student Organization Student Government Association
Student Government Association Agency UCF Athletics UCF Arena University Department

Message Start Date: _____ Message Ending Date _____

Officer/Exec Member Name: _____

Organization or Department: _____

Phone _____ Email _____

Requested Letter Size: (please circle one) 4" 6" 8" 10" 12" 14" 16" 19" other _____

Requested Font (please circle one): Block Slim Wide Line #'s _____

Requested Font (please circle one): Block Slim Wide Line #'s _____

Requested Font (please circle one): Block Slim Wide Line #'s _____

Graphic or Logo included? YES or NO

OSI Use Only

Standard Graphics Available for Agencies and Departments (please circle one):

- SDES LINK SGA OSI Homecoming Volunteer UCF UCF Athletics MSC KORT
- CAB Late Nights Fraternity and Sorority Life UCF Arena

Message: (Please print your message below. The number of rows will depend on the size of the letters)

1. _____

2. _____

3. _____

4. _____

5. _____

Please sketch (to your best ability) what you would like the layout of your message to look like in the box below:

I hereby swear and affirm that I understand the policies and requirements listed in the SGA Marquee Guidelines and Regulations Packet

Signature: _____ **Date:** _____