



Clubs/Associations Marketing Policy

In order to make marketing more efficient and timely, Humber Students' Federation (HSF), clubs must adhere to the following rules:

1. Prior to submitting posters or banner requests for an event, all clubs/associations must ensure that they have spoken to the Programming Director (North) or Programming Coordinator (Lakeshore), and filled out the appropriate forms.
2. Once the Communications Department has received confirmation that the event has been approved and venues booked if applicable then the posters will be approved and posted. Please submit clubs/association posters that need to be posted to the front desk and a posting request form must be filled out.
3. If clubs require banners, they must fill out a banner request form. All submissions must be submitted two weeks prior to the scheduled event. Late requests must allow for a 48-hour turnaround time, which is subject to the discretion of the Communications Department.
4. Any materials that need to be used (ie. markers) must remain in the HSF office.
5. If clubs/associations require use of materials (ie. tape) they must sign it out with the Communications Department and the student must leave a form of picture ID and it will be returned upon receipt of the materials borrowed.
6. Any clubs using HSF areas must ensure that the areas are kept clean during and after use of these areas.
7. If clubs/associations will not be allowed to post their own materials. Any materials that need to be posted must be submitted to the front desk and the club/association must fill out a posting request.
8. Clubs/associations requiring photocopies must fill out a Print Request Form available at the front desk. Please allow for a 24-hour turnaround time on all requests. Photocopy requests without the form will not be accepted.
9. If a club/association would like their events or club information posted on the HSF clubs information section on the HSF website, please submit all requests in an electronic format to the Communications Department. Please allow for a 24-hour turnaround time. If you are submitting pictures, they can be in the following formats: jpegs, and/or tiffs. Any text documents must be in Microsoft word format or saved as a rich text format document.
10. If Clubs require artwork for their posters, please submit requests two weeks prior to an event. **Please note:** that this request will only be fulfilled if the Communications Department has received confirmation of the event from the Programming Director/Coordinator.