

**SIR SANDFORD FLEMING COLLEGE  
POLICY MANUAL**

POLICY NO. 4-409	APPROVED BY: BOARD OF GOVERNORS
PAGE NO. 1 OF 1	SUPERCEDES:
DATE APPROVED: March 8, 1995	
<b>SUBJECT: MERCHANDISING</b>	

This policy covers the merchandising of goods and services on College property by third parties, students or College employees for profit, or on behalf of their activities.

The name of the College and the College logo are the exclusive property of the College and may not be used by vendors on products without the permission of the College. The campus Bookstore will be the sole retailing agent for products endorsing the name of the College.

All textbooks, duplicated notes, supplies and clothing will be sold only in the Bookstore, or at a Bookstore point-of-sale.

Direct solicitation by charities and non profit organizations is not permitted.

Major College fundraising activity which will occur from time to time, may be excepted from specific procedures. Such exceptions will be negotiated on an individual basis.

The following activities require the permission of the appropriate Director of Facilities or Director of Purchasing. Approved activity must take place in public areas. Office to office solicitation will not be approved.

- vendors wishing to sell products or services on College premises
- program fund raising activities by students (the Directors will ensure the proper licenses, have been secured.)
- fundraising on behalf of registered charities

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## **PROCEDURE: MERCHANDISING 4-409**

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### **1.0 VENDING OF COLLEGE-CRESTED PRODUCTS**

1.1 The name of the College and the College logo are the exclusive property of the College and may not be used by vendors on products without the permission of the College as detailed in Policy #4-411 issued by the Finance Department.

1.2 The campus Bookstore will be the sole retailing agent for products endorsing the name of the College.

1.3 College-crested products acquired for promotional purposes only by Marketing department, Recreation department, etc. are not retailed and are therefore excluded from this policy.

1.4 Vendors will be advised in writing, as required, regarding the use of the College Bookstore as the sole agent for the retailing of products endorsing the College name.

### **2.0 VENDING OF GENERAL PRODUCTS (NOT COLLEGE-CRESTED)**

2.1 Vendors wishing to sell products or services on College premises require the permission of the Director of Facilities or Director of Purchasing. Permission will be generally denied unless significant revenues are shared with the College and unless a competitive opportunity is offered to similar vendors.

2.2 Major vending initiatives such as computer sales will be referred to the Purchasing Officer.

2.3 Program fundraising by students must be vetted through the Director of Facilities, who will consult the program coordinator regarding objectives and revenue management.

2.4 Program fundraising by students or departments must not pose a conflict with types of products sold by the Bookstore or by the food

services company contracted by the College. Typically, non-manufactured products approved for sale include baked goods, flowers, crafts, fish from hatchery.

#### **4.0 CHARITABLE & NON-PROFIT SALES ACTIVITY**

4.1 Fundraising on behalf of registered charities is generally approved and is authorized by Director of Facilities and by S.A.C. if these are student sponsored charitable activities.

4.2 Vendors remitting a "portion of revenues" to non-profit or charitable agencies are generally denied retailing privileges as per section 2.1.

4.3 Direct solicitation by charities and non profit organizations is not permitted.

#### **5.0 CLASSROOM SALES**

5.1 All textbooks, duplicated notes, supplies and clothing will be sold only in the Bookstore, or at a Bookstore point-of-sale. Instructors are not to order resources directly for sale in classrooms etc., thereby avoiding Bookstore mark-ups.

5.2 Where access problems exist, the Director of Purchasing and instructor will negotiate an arrangement regarding remote sale and ensure that receipts are issued and the cash management problems are minimized.

#### **6.0 COLLEGE FUNDRAISING**

6.1 Major College fundraising activity which will occur from time to time, may be excepted from specific procedures. Such exceptions will be negotiated on an individual basis.

#### **7.0 AUTHORITY**

It is the responsibility of the Vice President, Finance and Administration to see that these procedures are properly enforced and to negotiate any alteration to them as required.

He/she draws the authority for this from the Board Policy on "Merchandising", 4-409 dated March 8, 1995.