

## Guidelines for Chalk Advertising

Chalking a sidewalk as a means to communicate information about an upcoming Xavier sponsored/sanctioned program or event is permissible in designated areas of campus as outlined further in the guidelines:

- In keeping with the purposes and proper functioning of an academic community, all such chalking must be properly identified as to source and sponsorship.
- Any message used as part of chalk advertising should be in accordance with the values of Xavier University. Therefore, the messages should not represent any of the following:
  - Vulgar or sexually suggestive language or images
  - Promote the use of alcohol or illegal substances
  - Racial/ethnic/gender or religious insensitivity through language or image
- Only washable chalk should be used
- Messages may be posted as early as 4 days prior to your event, and should be washed off within 24 hours after the event (if rain has not already done so)
- Chalked messages may only be placed on flat, horizontal, concrete surfaces in the locations designated below:

THESE ARE THE LOCATIONS WHERE CHALK ADVERTISING IS WELCOMED

  - Walkway between Kuhlman Hall and money machines
  - Sidewalk in front of the entrance to O'Connor Sports Center
  - The incline sidewalk from Victory Parkway down to the O'Connor Parking Lot
  - Sidewalk in front of the Hoff Marketplace main entrance
  - Driveway sidewalk to the University Village and inside the Village Courtyard

Note: Absolutely no chalk advertising can be placed on campus buildings.
- Please be considerate to all student organizations:
  - Be sure to allow for multiple messages at each designated areas.
  - Limit your chalk advertising to no more than two of the designated locations at a time.

Contact Student Involvement at 745-3004 with any questions.

Approved by Physical Plant, SLL Leadership Team, Respective Offices 10/2008