



STUDENT CENTERS
George Mason University®

Student Centers Vending Sales, Solicitations, and Advertising Procedures

Fall 2025

Student Centers Vending Sales, Solicitations, and Advertising Procedures

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Student Centers Vending Sales, Solicitations, and Advertising Procedures

Scope:

This procedure covers vending sales, solicitation, and advertising activities within Student Centers facilities (Johnson Center, Student Union I, The Hub) as well as Student Centers surrounding plaza, patios, and similar grounds. It applies to all Registered Student Organizations, George Mason Departments, employees, students, contractors, and the general public.

Related Policies, Procedures, and Guidelines:

- [Policy 1103: Space Utilization and Scheduling](#)
- [Policy 1109: Poster Posting](#)
 - [Poster Posting Procedure](#)
- [Policy 1110: Vending Sales and Solicitations](#)
- [Policy 1112: Outside Banner \(and/or other Materials\) Policy](#)
- [Policy 1128: Use of Amplified Sound in Outdoor Spaces](#)
- [Policy 6000: Student Organizations and Fiscal Policy](#)
 - [Financial Best Practices for Student Organizations Procedure](#)
- [Vending Sales General Terms of Use Agreement](#)
- [Mason Food Safety for Events and Activities Procedures and Guidelines](#)
- [Outdoor Space Use Guidelines](#)

Student Centers Vending Sales, Solicitations, and Advertising Procedures

A. Vending Sales

1. Who Can Vend?
 - a. All Registered Student Organizations, George Mason Departments, external organizations, and all other individuals that meet the below stated requirements may vend in reservable spaces within the Johnson Center, Student Union Building I (SUB I), and The Hub, as well as Student Centers surrounding plaza, patios, and similar grounds.
2. Vending Definitions
 - a. **Vending Sales:** The sale of any products, goods, food, beverages, services, and literature by George Mason University and non-affiliated organizations/individuals on university property. Any use of University facilities must comply with all University policy and procedures, as well as applicable federal, state, and local law.
 - b. **Vendor:** Any entity that conducts vending sales, be it alone or part of another event/activity.
 - c. **University Vendor:** A Registered Student Organization or George Mason Department that is conducting vending sales. Any Registered Student Organization defined by [University Policy 6000: Student Organizations and Fiscal Policy](#) is considered a university vendor if all vending sales are classified as self-generated revenue (SGR) and all monies follow [University Policy 6000: Student Organizations and Fiscal Policy](#). Registered Student Organizations may not provide facilities to an external vendor or external client. Collecting of monetary donations will be classified as vending sales.
 - d. **External Vendor:** Any person or entity conducting vending sales that is not a University Vendor.
 - e. **Catering Vendor:** A caterer participating in the act of vending sales. All events or activities with a food sales vendor must also follow George Mason's [Food Safety for Events and Activities Procedures and Guidelines](#).
 - f. **University Client:** Divisions of the University, including University offices, departments, units, and auxiliary enterprise operations; Recognized/Registered Student Organizations; and affiliated entities.
 - g. **External Client:** Any person or entity that is not a university client. All for-profit companies are external clients.
 - h. **Internal Event:** An event scheduled and organized solely by a Registered Student Organization or George Mason Department, branded solely as an event of the University, and that is related to the educational mission of the University or University business. Participation by external persons or entities (e.g., speakers, presenters, audience members, sponsors) in an event otherwise organized solely by a Registered Student Organization or George Mason Department does not make an event an external event.
 - i. **External Event:** Any event that is not an internal event. Events scheduled and organized by an external client or organized jointly by an internal and external clients are external events.
3. Where Can Vending Take Place?

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- a. All vending sales must take place in a scheduled space with a proper reservation.
- b. These locations may be in an event space/venue or in a kiosk space.
- c. Event reservations will follow [University Policy 1103: Space Utilization and Scheduling](#), kiosk reservations will follow kiosk reservations procedures outlined below.
4. Vending Terms and Conditions for All Users
 - a. Products and services may not conflict or compete with the University's exclusive contracts, which include but are not limited to:
 1. Barnes and Noble
 2. Chartwells Higher Ed
 3. Coke Vending Company
 4. Canteen Vending Company
 5. Independent Food Contractors: included but not limited to Manhattan Pizza, Panera Bread, Panda Express, and Chipotle
 6. UPS
5. Vending Sales within an Event Space/Venue
 - a. Internal Events with External Vendors:
 1. The university client is responsible for completing the [Vending Approval Request Form](#) and ensuring each external vendor completes a [Vending Sales General Terms of Use Agreement](#), submits required vendor insurance, completes payment process, and receives all applicable approvals prior to three business days before the event.
 2. The university client is responsible for ensuring each external Vendor fully complies with all terms outlined in the Vending Sales General Terms of Use Agreement, including insurance requirements and risk mitigation.
 3. Vendors are required to prominently display a copy of their approved Certificate of Approval at their vending location.
 4. External vendors will maintain in current status a vending or business license and all other applicable federal, state, and local licenses, permits and/or certificates applicable to the goods sold or as required for the operation of the business conducted by the vendor.
 5. Catering vendors must be an approved caterer and follow George Mason's [Food Safety for Events and Activities Procedures and Guidelines](#).
 6. Vendors may not sell, rent, sublease, or assign their vending space.
 7. Vendors shall not permit any vending space to be used for any disorderly or unlawful purpose.
 8. Vendors are required to comply with all applicable George Mason University policies.
 9. George Mason University reserves the right to require the vendor to cease engaging in any activity (including the sale of any

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products) that George Mason University, in its sole discretion, determines is unsafe or not suitable or appropriate for sale at the event.

- b. External Events
 - 1. The external client is responsible for ensuring all use of facilities comply with university policy and procedures, and applicable federal, state, and local law.
 - 2. The external client will submit a General Vendor Terms of Use (or similar appropriate) form for each proposed vendor to University Events.
 - 3. University Events will seek approval with Student Centers for any Vendors that may conflict with University exclusive contracts.
- c. Events with Internal Clients that include External Vendors can be managed in two ways
 - 1. Option one: Each individual vendor or the university client pays a daily rate per external vendor. Student Centers will oversee the vendor approval process to ensure all documentation has been collected.
 - a. For-profit vendors pay \$100 per external vendor per event.
 - b. Non-profit vendors, SWaM organizations, and Patriot Perks businesses pay \$75 per external vendor per event.
 - c. Current George Mason student vendors pay \$25 per external vendor per event.
 - 2. Option two: The university client will be charged the jointly organized venue rental rate for all vending venue locations. This allows the university client to have a fixed price for vending within a University event space/venue, not dependent on the number of external vendors.
 - 3. Special use facilities included but not limited to EagleBank Arena, Center for the Arts, Parking, Athletics, and Recreation facilities will have independent vendor approvals, fees, and oversight which would be coordinated with that space scheduler.
- d. Vending Sales within a Kiosk Location
 - 1. External vendors must submit a completed and signed [Vending Sales General Terms of Use Agreement](#) to Student Centers at least two business days in advance of their reservation date.
 - 2. External vendors must provide a certificate of insurance which lists George Mason as an additionally insured or as the certificate holder at least two days in advance of their reservation date.
 - 3. External vendors intending to sell or distribute food must be on the [Approved Caterer List](#) and follow George Mason's [Food Safety for Events and Activities Procedures and Guidelines](#).
 - 4. Student Centers will review requests and approve or deny the ability of the client to conduct vending sales based on criteria.

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5. See B.3 Kiosk Terms and Conditions for All Users and B.7 Kiosk Privileges for External Organizations/Vendors for additional procedures and guidelines.

B. Kiosk Reservation Procedures

1. Who Can Reserve Kiosks?
 - a. All Registered Student Organizations and George Mason Departments as well as individual students in need of the kiosks for academic project work may reserve kiosk space free of charge.
 - b. External organizations/vendors may reserve a kiosk for a fee which is outlined in section B.8 External Organizations/Vendors Kiosk Rates per Hour.
 - c. Availability of space is not guaranteed. Reservations are based on availability. Reservations must be made at least two business days in advance.
2. Kiosk Locations
 - a. JC Kiosks - Indoor, A-H
 - b. JC Kiosk - Outdoor, East Plaza
 - c. JC Kiosk - Outdoor, Wilkins Plaza
 - d. SUB I Kiosk - Indoor, Patriots' Lounge
 - e. SUB I Kiosk - Outdoor, Quad
 - f. Hub Kiosk - Indoor
 - g. Hub Kiosk - Outdoor
 - h. Southside Kiosk - Outdoor
3. Kiosk Terms and Conditions for All Users
 - a. A representative of the scheduled organization must be present at all times. At no time may more than two representatives be present behind the kiosk table.
 - b. The kiosk is in a public space. As a member of the George Mason community, any representatives at the kiosk will treat fellow students, staff, faculty and visitors with respect.
 - c. All activity must be conducted within the reserved space allotment. A standard kiosk includes a 3'x6' tables, two chairs, and 3'x3' additional space.
 - d. The kiosk table and chairs MUST remain in the assigned area and may not be moved.
 - e. One item, such as a stand-up banner, is allowed adjacent to one side of the kiosk, but not both. The item must fit within a 3'x 3' square area for standard kiosk reservations. Under no circumstance can any item block the means of egress.
 - f. Tents are only allowed for Kiosk XL external organization reservations. It is the responsibility of the external organization to ensure tents are firmly secured to the ground throughout the duration of the reservation.
 - g. Nothing can be posted on walls or columns.
 - h. Only outlets directly adjacent to a kiosk may be used. No electrical cords may be obstructing across walkways. Extension cords are not allowed. Power supply is only available at select indoor kiosk locations.

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- i. Sound may be played through an electronic device (cell phone, computer, etc.) but not played through any type of amplified device (speakers). Student Centers staff has the right to tell the organization representative to turn the sound down or off completely if deemed to be disruptive. See [University Policy 1128: Use of Amplified Sound in Outdoor Spaces](#) for more information.
- j. Products and services may not conflict or compete with University services and/or exclusive contracts, which include but are not limited to:
 - 1. Bookstore (Barnes and Noble)
 - 2. Dining (Chartwells Higher Ed, Coke Vending Company, Canteen Vending Company, and Independent Food Contractors)
 - 3. Housing (Housing and Residence Life)
 - 4. Print and Mail (UPS and Cannon)
- k. All food and/or drink distribution must be commercially prepared (no “home-baked” goods) and should be individually sealed/pre-packaged by the authorized food provider.
- l. If food is not individually sealed/pre-packaged by the authorized food provider, then appropriate food handling standards must be followed. An example would be distributing individual donuts/pizza slices from a commercially packaged box.
- m. Beverages provided in bulk serving containers are allowed only if they are procured from an approved caterer or authorized food provider.
- n. All food and/or beverages must be provided in their final form from the food provider (raw materials cannot be combined, mixed, cooked, or make a different product for distribution). An example of beverages not in their final form would be mixing commercially produced water with lemonade mix into a pitcher then serving in individual servings.
- o. Only approved caterers are allowed to give away food at a kiosk with NO signage as long as the business is giving away the food, not another individual or non-approved catering provider.
- p. Any distribution of food and/or drink not by an approved caterer MUST have an 8.5” x 11” (or larger) sign at your kiosk stating “This food is not provided by a George Mason University Approved Caterer. Consume at your own risk.” Those who do not have the appropriate signage posted will not be allowed to sell or distribute food and/or drinks.
- q. Due to fire regulations, helium balloons are prohibited in the Johnson Center.
- 4. Kiosk Privileges for Registered Student Organizations and George Mason Departments
 - a. The privilege to reserve a Student Centers kiosk is offered to all Registered Student Organizations and George Mason Departments for up to 60 peak hours and an unlimited amount of non-peak hours per semester.
 - b. Peak hours are Monday through Friday 10:00am to 4:00pm.
 - c. Kiosks may only be reserved for a maximum of four hours per day.
 - d. Registered Student Organizations and George Mason Departments must submit their kiosk request through 25Live.

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- e. Registered Student Organizations and George Mason Departments must identify in their 25Live reservation if they intend to distribute food and/or beverages or collect funds, what they are distributing/collecting funds for, and where the items they are distributing (passing out or selling) were purchased from. Failure to do so may result in the immediate loss of the kiosk reservation as well as loss of kiosk privileges for the current or future semesters.
 - f. Kiosks are tabling spaces used for promotional purposes such as organization recruitment, event or services advertisement, and/or non-activity-based fundraising. Organizations must reserve event space to conduct activities including, but not limited (or in similar nature) to pie-in-the-face, henna tattoos, pumpkin smashing, and painting. Classification of an activity is subject to Student Centers' discretion.
 - g. All funds collected must go to the organization and not be withheld for individual use as outlined in [University Policy 6000: Student Organizations and Fiscal Policy](#).
5. Cancellation Policies for Registered Student Organizations and George Mason Departments
- a. More than 48 hours: No penalty or loss of hours.
 - b. Less than 48 hours prior to reservation: Total reservation hours will be counted towards semester allotment.
 - c. No Shows: Multiple no shows in a semester will lead to a loss of kiosk privileges for the current or following semester.
6. Kiosk Privileges for Academic Project Work
- a. Individual George Mason University students may reserve Student Centers kiosks for academic project work.
 - b. Reservation requests must be submitted through the [Kiosk Rental Form](#) at least two business days prior to the desired start date.
 - c. Kiosks may only be reserved for a maximum of four hours per day.
 - d. The academic project work must be for a class the requestor is currently enrolled in.
 - e. Students must provide documentation such as a syllabus which features a project description or other documentation such as a set of instructions for the project or an email from their professor explaining the project.
 - f. The collection of funds is not allowed for academic project use.
7. Kiosk Privileges for External Organizations/Vendors
- a. Reservation requests must be submitted through the [Kiosk Rental Form](#) at least two business days prior to the desired start date.
 - b. A standard kiosk reservation provides access to a 3' x 9' display area which includes one 3' x 6' table, 3' x 3' of additional space, and two chairs.
 - c. External organizations/vendors can double their space by reserving a Kiosk XL which provides access to either a 6' x 18' or 12' x 12' area. Kiosk XLs include one 3' x 6' table, and two chairs.
 - 1. Additional tables or chairs can be brought by the external organization or rented through Student Centers Event Services.

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2. All tables, chairs, or equipment must fit within the allotted 6' x 18' or 12' x 12' area.
 3. Kiosk XLs are available at the SUB I Kiosk Outdoor Quad, Southside Kiosk Outdoor, JC Kiosk Outdoor East Plaza, and JC Kiosk Outdoor Wilkins Plaza locations.
 - d. External vendors intending to sell goods must complete a [Vending Sales General Terms of Use Agreement](#) and submit proof of insurance which lists George Mason as additionally insured or as the certificate holder at least two business days in advance of their reservation date.
 - e. External organizations/vendors intending to sell or distribute food must be on the [Approved Caterer List](#).
 - f. External organizations/vendors that will have or use any flammable liquid or gas at their activity must provide a Certificate of Insurance for the event indicating General Liability coverage of not less than \$1,000,000 per occurrence, showing George Mason University as an additionally insured or certificate holder. The Certificate of Insurance must be submitted at least two business days in advance of the reservation date.
 - g. External organizations/vendors may reserve multiple kiosks at which the hourly rate will be charged per location.
 - h. It is the responsibility of the external organization/vendor to coordinate parking arrangements for any vehicles with Parking Services.
 - i. External organizations/vendors are responsible for coordinating unloading and loading of their supplies which follow campus vehicle regulations.
 - j. Student Centers is not able to assist any external organizations/vendors with resolving any tickets and fines incurred from parking on campus.
 - k. The external organization/vendors must indemnify, defend and hold harmless George Mason University from any liability, damage, expense, cause of action suits, claims, judgments, and costs of defense arising from injury to persons or personal property which arise out of any act, failure to act, or negligence of the organization, its agents, or employees. All personal property of the organization, its employee agents, licensees, servants, clients, members, guests, or trespassers, shall be at the sole risk of said parties. George Mason University shall not be liable to any such person or party for any damage or loss to personal property thereof.
8. External Organizations/Vendors Kiosk Rates per Hour
- a. For-Profit entities
 1. A standard kiosk can be reserved for an hourly rate of \$40 per hour.
 2. A Kiosk XL can be reserved for an hourly rate of \$80 per hour.
 3. A copy of the organization's Vending License, Business License, or Tax ID Certificate will need to be submitted to the Student Centers Central Office.
 - b. Non-Profit entities
 1. A standard kiosk can be reserved for an hourly rate of \$20 per hour.
 2. A Kiosk XL can be reserved for an hourly rate of \$40 per hour.
 3. A copy of proof of registration with the IRS under 501.c3-8 local registrar or other documentation verifying the organization as a

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Special Interest Group or affiliated with an official fundraising activity will need to be submitted to the Student Centers Central Office. Documentation must provide proof of raising funds if they are for another entity.

- c. SWaM (Small, Women-owned, and Minority-owned) Vendors
 - 1. A standard kiosk can be reserved for an hourly rate of \$20 per hour.
 - 2. A Kiosk XL can be reserved for an hourly rate of \$40 per hour.
 - 3. To qualify for the SWaM vendor rate, the organization must be registered as a SWaM vendor in eVA. Reservations will not be processed if your name is either not on the current eVA SWaM vendor listing or the organization is unable to provide documentation of recent SWaM certification.
- d. George Mason Affiliates
 - 1. A standard kiosk can be reserved for an hourly rate of \$20 per hour.
 - 2. A Kiosk XL can be reserved for an hourly rate of \$40 per hour.
 - 3. A copy of the organization's Vending License, Business License, or Tax ID Certificate will need to be submitted to the Student Centers Central Office.
- 9. Payment Methods
 - a. Accepted payment methods include Visa or MasterCard paid through the online credit card payment system or by check.
 - b. Credit card payments must be received one full business day prior to the start of the reservation time. Failure to pay within this timeline will result in the release of the reservation without notice.
 - c. Check payments may be made on the reservation day, with prior approval from the Director of Student Centers or their designated representative. Payment must be received prior to the reservation start time.
- 10. Cancellation Policies for External Organization/Vendors
 - a. NO REFUNDS will be provided for cancelled reservations.
 - b. External organizations/vendors may request to cancel a reservation no later than TWO BUSINESS DAYS prior to the reservation date unless otherwise authorized by the Director of Student Centers or their designated representative. At that time the reservation may be rescheduled to another date in the same semester at no cost. Credit for the cancelled date will expire at the end of the semester.
 - c. If a reservation is cancelled less than two business days before the reservation time, loss of booking privileges may occur.
 - d. No shows will result in a loss of reservation payment with no opportunities to reschedule. Multiple no shows could result in the loss of kiosk privileges all together.

C. Leafletting and Data Collection Procedures

- 1. What is Leafletting?
 - a. Leafletting is defined as handing out of materials to a passerby without use of tables or props.

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2. What is Data Collection (Solicitation)?
 - a. Data collection is defined as acquiring personal information about a passerby such as name, address, email, phone number, or signature without the use of tables or props.
3. Who can Leaflet or Data Collect?
 - a. Registered Student Organizations, George Mason Departments, external organizations, and all other individuals are permitted to leaflet or data collect under the following guidelines.
4. Locations
 - a. Leafletting and data collection are only permitted in outdoor public areas of campus that are open for the campus community and the general public to engage in expressive activities so long as distribution of materials does not interfere with the pedestrian or vehicular traffic or otherwise impede others from enjoying access to the same area.
 - b. Leafletting and data collecting are not permitted in any interior locations of any campus facilities except for locations such as a kiosk which are specifically reserved for that purpose. Nor is leafletting and data collecting allowed within reserved outdoor spaces without prior approval of the activity organizer.
 - c. Organizations and users who are found to be leafletting or data collecting in a prohibited area or indoors, will be asked to vacate the building or area.
5. Leafletting Guidelines
 - a. Distributed materials should include the full name and contact information (e.g. phone number or email) of the sponsoring organization or individual. This provides direct contact information for the sponsor of the leaflet so a patron can gain further information or engage in dialogue with a sponsor if desired.
 - b. Distribution of materials may not prevent or interrupt the core use of space being requested nor present a safety hazard to others. This includes disrupting activities connected to reserved space through university procedures.
 - c. Users are responsible for picking up leaflets dropped on grounds around leafleting areas. Failure to do so may preclude responsible individuals and/or sponsoring organizations from future leafleting activities and charges for cleaning up leaflets may be assessed to organizations and users.
 - d. Products and services may not conflict or compete with the University's exclusive contracts, which include but are not limited to:
 1. Barnes and Noble
 2. Chartwells Higher Ed
 3. Coke Vending Company
 4. Canteen Vending Company
 5. Independent Food Contractors: included but not limited to Manhattan Pizza, Panera Bread, Panda Express, and Chipotle
 6. UPS

D. Flyer Posting Procedures

1. Who Can Post Flyers?

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- a. Registered Student Organizations, George Mason Departments, external organizations, and all other individuals may post flyers in the Johnson Center, Student Union Building I (SUB I), and The Hub.
2. Flyer Guidelines
 - a. Every flyer posted within Student Centers must be stamped either in-person by visiting the Student Centers Central Office in Johnson Center Room 324 or virtually by emailing a pdf copy of the flyer to scenters@gmu.edu.
 - b. Each flyer must have a designated removal date which will follow the guidelines outlined below.
 - c. Student Centers will maintain a digital record of each flyer posted.
 - d. Flyers cannot exceed 11" x 17" in size.
 - e. For individuals and non-George Mason organizations, flyers must include two of the following types of contact information: phone number, email, social media handle, or website link (QR code or address) that provides a person's name and information of the sponsoring organization or individual.
 - f. For Registered Student Organizations and George Mason Departments, flyers must include one of the types of contacts listed above. This provides direct contact information to the sponsor of the flyer in the event that a patron would like further information or dialogue with the sponsor.
 - g. Products and services may not conflict or compete with the University's exclusive contracts, which include but are not limited to:
 1. Barnes and Noble
 2. Chartwells Higher Ed
 3. Coke Vending Company
 4. Canteen Vending Company
 5. Independent Food Contractors: included but not limited to Manhattan Pizza, Panera Bread, Panda Express, and Chipotle
 6. UPS
 - h. Content of the flyer must comply with all George Mason University, Virginia, and local laws and policies.
 - i. Flyers cannot include alcohol prices, promotion of drinking, pornography, or potential dangers.
 - j. Fundraising flyers must include information about the recipient of the funds.
 - k. If the flyer is in a foreign language, an English translation is required.
 - l. There should be no more than two flyers per posting at each designated location.
 - m. Flyers covering previously posted flyers will be relocated or removed.
3. Locations and Amounts
 - a. Each Registered Student Organizations and George Mason Departments can have up to 19 flyers approved.
 - b. Individuals and non-George Mason organizations can have up to 13 flyers approved.
 - c. Flyers can be posted only in the following locations in the following amounts:

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Table D.3.c. – Student Center Flyer Locations and Amounts			
Facility	Location	Registered Student Organizations/George Mason Department	Individuals and Non-George Mason Organizations
Johnson Center	Walls directly facing each elevator on the first, second, and third floors.	12	6
SUB I	Posting strips in the stairwells	4	4
The Hub	Mid-level flyer board and the two on the lower-level stairs	3	3
TOTAL		19	13

4. Removal Process

- a. Flyers with specific event dates that occur within that semester can be posted up to and including the event start date.
- b. Flyers promoting products, services, or ongoing activities will be stamped with a removal date of 14 business days.
- c. All flyers will be removed by Student Centers staff after the specific stamped date has passed.
- d. Approved flyers may only be removed from the flyer boards by Student Centers staff or whomever received Student Centers' posting approval.
- e. Flyers with no stamp from Student Centers will be removed immediately.
- f. Flyers which exceed the allotted number as stated in Table D.3.c. will be removed.
- g. Flyers posted in prohibited areas including but not limited to entry door windows, painted walls, stair rails, pillars, elevators, or floors, will be removed immediately. This may result in a loss of posting privileges for the current or future semesters.
- h. Longer periods for posting must be approved by the Director of Student Center or their designee.
- i. All flyer boards will be fully cleared at the end of every semester.

E. Digital Advertising Posting Procedures

1. Who Can Post Digital Advertisements?

- b. All Registered Student Organizations and George Mason Departments may post digital advertisements for display on TVs located in the Johnson Center, Student Union Building I (SUB I), and The Hub.

2. Digital Advertising Guidelines

- a. Digital advertisements must be submitted at least two business days in advance through the [Digital Advertising Submission Form](#).
- b. Digital advertisements with specific event dates may be posted up to and including the event start date.

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- c. Digital advertisements promoting products, services, or on-going activities may be posted for up to 14 days.
- d. All advertisements must be submitted in a png form sized to 1280 x 720 pixels.
- e. Posting must include the organizations name as well as one of the following types of contact information (phone number, email, or website link/website QR code).
- f. Products and services may not conflict or compete with the University's exclusive contracts, which include but are not limited to:
 - 1. Barnes and Noble
 - 2. Chartwells Higher Ed
 - 3. Coke Vending Company
 - 4. Canteen Vending Company
 - 5. Independent Food Contractors: included but not limited to Manhattan Pizza, Panera Bread, Panda Express, and Chipotle
 - 6. UPS
- g. Content of the posting must comply with all George Mason University, Virginia, and local laws/policies.
- h. Advertisements cannot include alcohol prices, promotion of drinking, pornography, or potential dangers.
- i. If the advertisement is in a foreign language, an English translation is required to be shared.
- j. Any changes or early removal of the submitted and posted advertisements must be communicated to Student Centers via email at scenters@gmu.edu.

F. Lawn Sign Reservation Procedures

- 1. What are Lawn Sign Advertisements?
 - a. Any displays including outdoor poster stands, sandwich boards, easels, staked advertising flags and signs.
- 2. Who may reserve Lawn Sign Space?
 - a. All Registered Student Organizations and George Mason Departments may reserve outdoor advertising space at the Johnson Center, Student Union Building I (SUB I), or The Hub.
- 3. Lawn Sign Guidelines
 - a. Organizations should submit a request on 25Live at least three business days before the desired reservation date. Availability of space is not guaranteed. Reservations are based on availability of unreserved space.
 - b. Each organization is limited to one spot per location.
 - c. Displays remain in the assigned area and may not be moved.
 - d. All displays must fit within a 3' x 3' square.
 - e. All Registered Student Organizations or George Mason Departments are limited to one display per location with a maximum total of five lawn sign locations for no more than 14 consecutive days at a time.
 - f. Longer periods for posting must be approved by the Director of Student Centers or their designee.

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- g. Content on displays must comply with all George Mason University, Virginia and local laws and policies.
- h. Products and services may not conflict or compete with the University's exclusive contracts, which include but are not limited to:
 - 1. Barnes and Noble
 - 2. Chartwells Higher Ed
 - 3. Coke Vending Company
 - 4. Canteen Vending Company
 - 5. Independent Food Contractors: included but not limited to Manhattan Pizza, Panera Bread, Panda Express, and Chipotle
 - 6. UPS
- i. Content on displays cannot include alcohol prices, promotion of drinking, pornography, or potential dangers.
- j. Student Centers is not held responsible for damages, lost, or stolen materials while posted on reserved displays or for materials not retrieved by organizations at their reservation end date/time.
- k. Lawn Signs cannot be placed in outdoor reservable areas including event spaces, advertising space, and kiosk locations without a proper reservation in the university centralized scheduling system (25Live). Should a sign be placed in one of these reservable locations, it will be removed. The above spaces are defined by [University Policy 1103: Space Utilization and Scheduling](#), [University Policy 1109: Poster Posting](#), or [University Policy 1110: Vending Sales and Solicitations](#).

4. Locations

Table F.4 – Student Centers Lawn Sign Advertising Space Locations		
Facility	Zone	Location
Johnson Center	NW 1, 2, 3, 4	NW Entrance (Flip Kitchen)
Johnson Center	NE 1, 2, 3, 4	NE Entrance (Panera)
Johnosn Center	W 1, 2, 3, 4	West Entrance (Chipotle)
Johnson Center	E 1, 2, 3, 4	East Entrance (Patriot Tech)
Johnson Center	S 1, 2, 3, 4	South Entrance (Starbucks)
SUB I	Quad 1, 2, 3, 4	2nd Floor Quad Entrance (Patriots' Lounge)
The Hub	Mid 1, 2, 3, 4	Mid Level (Corner Pocket)
The Hub	Up 1, 2, 3, 4	Upper Level (Lobby/ATM)

G.Snap Frame Reservation Procedures

- 1. Who may reserve Snap Frames?
 - a. All Registered Student Organizations and George Mason Departments may reserve snap frames at the Johnson Center, Student Union Building I, or The Hub.
- 2. Locations

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Table G.2 – Student Centers Snap Frame Locations		
Facility	Snap Frame	Location
Johnson Center	A	NW Atrium (Flip Kitchen/ATM)
Johnson Center	B	NE Atrium (Panera)
Johnosn Center	C	East Left (Express Market)
Johnson Center	D	East Middle (Express Market)
Johnson Center	E	East Right (Express Market)
Johnson Center	F	Ground Floor (Bistro)
SUB I	A	First Floor (Chick-fil-A)
SUB I	B	First Floor (Simply To Go)
SUB I	C	Second Floor (Patriots' Lounge)
The Hub	A	Lower Level (Base of Stairs)
The Hub	B	Mid Level (Lobby Staircase)
The Hub	C	Upper Level (Lobby)

3. Snap Frame Privileges for Registered Student Organizations and George Mason Departments
 - a. All Registered Student Organizations or George Mason Departments may reserve up to three snap frame locations for no more than 14 consecutive days at a time.
 - b. Longer periods for posting must be approved by the Director of Student Centers or their designee.
 - c. Multiple no shows in a semester could lead to a loss of snap frame privileges for the current and following semester.
4. Snap Frame Guidelines
 - a. Organizations should submit a request on 25Live at least three business days before the desired reservation date. Availability of space is not guaranteed. Reservations are based on availability of unreserved space.
 - b. All snap frame advertisements are hung and removed during business hours by Student Centers staff unless otherwise authorized by the Director of Student Centers or their designated representative.
 - c. Snap frame advertisements must be brought to the Student Center Central Office in Johnson Center Room 324 at least one business day prior to the reservation start date. Not adhering to these procedures may result in a delay in posting the advertisement.
 - d. Advertisements must be made of paper material and be 24" x 36" in dimension.
 - e. Content on snap frame advertisements must comply with all George Mason University, Virginia, and local laws and policies.
 - f. Snap frame advertisement may only be hung and removed by Student Centers staff.
 - g. Products and services may not conflict or compete with the University's exclusive contracts, which include but are not limited to:
 1. Barnes and Noble
 2. Chartwells Higher Ed

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3. Coke Vending Company
4. Canteen Vending Company
5. Independent Food Contractors: included but not limited to Manhattan Pizza, Panera Bread, Panda Express, and Chipotle
6. UPS
- h. Content on snap frame advertisements cannot include alcohol prices, promotion of drinking, pornography, or potential dangers.
- i. The name of the sponsoring organization or department must appear on the snap frame advertisement.
- j. Snap frame advertisements must be used to promote one or more of the following: school spirit, campus-wide events, academics, or campus services. Consideration for approval will be given by the Director of Student Centers or their designated representative and may require additional time.
- k. Student Centers is not held responsible for damaged, lost, or stolen materials while posted on reserved snap frames or for materials not retrieved by organizations at their reservation end date/time.
- l. It is the responsibility of the organization or department to pick up the snap frame advertisement after being notified that it is ready by Student Centers staff. Advertisements not picked up by the end of the semester will be discarded.

H. Banner Reservation Procedures

1. Who May Reserve Banners?
 - a. All Registered Student Organizations and George Mason Departments may reserve banner spaces (interior or exterior) at the Johnson Center, Student Union Building I (SUB I), and The Hub. Due to the extremely limited number of spaces, external organizations and individuals are not able to reserve banner spaces.
2. Locations of Banners in Student Centers
 - a. Johnson Center interior pole and rail banners.
 - b. SUB I interior and exterior rail banners.
 - c. The Hub interior and exterior rail banners.
3. Banner Terms and Conditions
 - a. Registered Student Organizations and George Mason Departments should submit a request in 25Live at least five business days before the desired reservation date. Availability of space is not guaranteed. Reservations are based on availability of unreserved space.
 - b. Organizations may reserve a banner for up to 28 days per semester.
 - c. All banners are hung up and taken down on Sunday afternoons by Student Centers staff unless otherwise authorized by the Director of Student Centers or their designated representative.
 - d. Banners must be brought to the Student Center Central Office in Johnson Center Room 324 no later than 3pm on the Friday before your reservation start date. Not adhering to these procedures may result in a delay in posting of the banner.

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- e. Banners must be made of vinyl unless otherwise authorized by the Director of Student Centers or their designated representative.
- f. Approved banners dimensions vary depending upon location, shown in Table H.4.f.

Table H.4.f. – Approved Banner Dimensions by Location			
Locations	Orientation	Dimensions	Additional
Johnson Center Pole Banners	Vertical	Must be 2.5' wide by 5' tall	2.5" open seam on top
Johnson Center Rail Banners	Horizontal	Range:8'-26' wide by 3'-5.5' tall	Grommets at top every 2' apart
SUB I Exterior, SUB I Interior, and The Hub Interior Rails	Horizontal	Range:5.5'-8' wide by 3'-3.5' tall	Grommets at top every 2' apart
The Hub Exterior Rail Banners	Horizontal	Range:8'-12' wide by 3'-3.5' tall	Grommets at top every 2' apart

- g. The name of the sponsoring organization or department must appear on the banner.
- h. All reserved banner spaces must be used to promote one or more of the following: school spirit, campus-wide events, academics, or campus services.
- i. It is the responsibility of the organization or department to pick up the banner after being notified that it is ready by Student Centers staff. Banners not picked up by the end of the semester will be discarded.
- j. Student Centers is not held responsible for damaged, lost, or stolen banners while posted.

I. Donation Box Reservation Procedures

1. Who can reserve Donation Box Space Allocations?
 - a. All Registered Student Organizations and George Mason Departments may reserve donation box space allocations for the Johnson Center, Student Union Building I, or The Hub.
2. Donation Box Space Allocation Guidelines
 - a. Registered Student Organizations and George Mason Departments may request donation box space allocations using the [Donation Box Space Allocation Request Form](#). See Table I.2.h for locations.
 - b. Donation box space allocations can be reserved for a maximum of 14 days.
 - c. Student Centers staff reserves the right to remove temporarily or terminate the allocation of any space in the Johnson Center, Student Union Building I, or The Hub.

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- d. Reasons for removal can include but are not limited to damage, misuse, improper size and/or improper placement of the donation box.
- e. Student Centers reserves the right to remove any display or publication that is found to be in conflict with the mission of the University.
- f. Donation box space allocations that are not vacated within one day of the “end date” indicated on the Donation Box Space Allocation Form may be discarded.
- g. A copy of each approved form must be attached to each location’s box.
- h. Donation boxes must fit within a 2’ x 2’ square.

Table I.2.h – Student Centers Donation Box Locations	
Building	Location
Johnson Center	First Floor- Under west side flyer boards
Johnson Center	First Floor- Under east side flyer boards
SUB I	Patriot’s Lounge- Under the staircase
SUB I	Food Court- Across from Chick-fil-A
The Hub	Mid-Level- Next to the stairs on the entrance side

J. Other Advertising Options Within Student Centers Spaces

1. Outdoor banner requests for the Johnson Center Plazas should be coordinated by contacting Facilities Management Customer Service at 703-993-2525.
2. Decorating the George Mason Statue should be requested by completing the form on the [University Life website](#) or by contacting University Life Central at 703-993-2884.
3. Voices Walls, located on Wilkins Plaza, are monitored by the Student Involvement Office and are available for Registered Student Organizations and George Mason Departments for publicizing upcoming student events on a first come, first serve basis. More information about decorating the Voice Walls can be found on the [Student Involvement website](#).
4. Chalking is only permitted on horizontal sidewalks and pedestrian pathways in non-reservable areas and must be fully exposed to rain and other weather elements. More information about sidewalk chalking can be found in the [Poster Posting Procedures](#).
5. For unique posting circumstances, exceptions to the [University Policy 1109: Poster Posting](#) and [Poster Posting Procedures](#) can be requested through the [Poster Posting Exception Form](#).