



## Sales Activities On Campus

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### POLICY STATEMENT

For the convenience of its community, Cornell University allows limited sales to be conducted on its campus in ways that are consistent with the university's mission, take account of off-campus businesses, and comply with applicable laws and regulations.

◆ **Note:** Units established to provide materials or specialized services to campus units (i.e., recharge operations, service facilities, and specialized service facilities) must be established in accordance with University Policy 3.10, Recharge Operations and Service Facilities. Please contact University Relations, where such a unit proposes to provide sales or services for personal use or to the general public, or that would be in competition with local commercial providers offering the same goods or services to determine whether this policy also applies to that operation

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### REASON FOR POLICY

Cornell regulates the use of its property for sales and other commercial activities in order to maintain a safe, attractive environment for instruction, research, and public service; to facilitate opportunities for its faculty, students, and staff to engage in course-related sales experiences; to encourage activities that support charitable endeavors; to promote off-campus local and regional economies; and to comply with all applicable regulations, including those governing the university's tax-exempt status.

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### ENTITIES AFFECTED BY THIS POLICY

- Ithaca-based locations
- Cornell Tech campus
- Weill Cornell Medicine campuses

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### WHO SHOULD READ THIS POLICY

- All members of the university community, excluding those at the Weill Cornell Medicine.

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### MOST CURRENT VERSION OF THIS POLICY

- [www.dfa.cornell.edu/policy/policies/sales-activities-campus](http://www.dfa.cornell.edu/policy/policies/sales-activities-campus)

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## RELATED RESOURCES

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### University Policies and Information

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[University Policy 3.10, Recharge Entities, Ithaca Campus Units](#)

[University Policy 4.10, Use of Cornell Name, Logos, Trademarks, and Insignias](#)

Advertising Policy

Canvassing Policy

Posting Policy

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### External Documentation

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Constitutional Standard of Implied Immunity by the United States Internal Revenue Service (IRS)

New York State Education Law, Article 129-A, Section 6437

State University of New York (University) Policy: Prohibition on the Marketing of Credit Cards

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### University Forms and Systems

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[Brand Support Request](#)

[Event Registration Form](#) (formerly called "Use of University Property Form")

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## CONTACTS

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Direct any general questions about this policy to your college or unit administrative office. If you have questions about specific issues, contact the following offices.

*Contacts, Ithaca Campus Units*

<b>Subject</b>	<b>Contact</b>	<b>Telephone</b>	<b>Email/Web Address</b>
<b>Policy Clarification and Interpretation</b>	Director of University Licensing, University Relations	(607) 255-6074	<a href="mailto:prodlicenseoffice@cornell.edu">prodlicenseoffice@cornell.edu</a> <a href="http://universityrelations.cornell.edu">universityrelations.cornell.edu</a>
<b>Approval of New Designated Retail Outlet; to Conduct Occasional Sales Activity; and to Approve Products and Services</b>	Director of University Licensing, University Relations	(607) 255-6074	<a href="mailto:prodlicenseoffice@cornell.edu">prodlicenseoffice@cornell.edu</a> <a href="http://universityrelations.cornell.edu">universityrelations.cornell.edu</a>
<b>Register Fundraising and Course-Related Sales Activity</b>	Office of Student Activities of the Division of Student and Campus Life	(607) 255-4169	<a href="mailto:activities@cornell.edu">activities@cornell.edu</a> <a href="http://sao.cornell.edu">sao.cornell.edu</a>
<b>Request-for-Proposal Process to Obtain Bids From Local Merchants, Including Small or Disadvantaged Businesses</b>	Office for Procurement and Payment Services	(607) 255-3804	<a href="mailto:procurement@cornell.edu">procurement@cornell.edu</a> <a href="http://procurement.cornell.edu">procurement.cornell.edu</a>
<b>Sales and Other Tax Concerns</b>	University Tax Office	(607) 255-9465	<a href="mailto:tax@cornell.edu">tax@cornell.edu</a> <a href="http://dfa.cornell.edu/tax">dfa.cornell.edu/tax</a>

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## DEFINITIONS

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These definitions apply to terms as they are used in this policy.

<b>Athletic Sponsorship</b>	A contractual agreement between the Athletics Department and external entities that provide promotion at athletic events in exchange for monetary support.
<b>Campus Unit</b>	A university or college department, or registered campus organization, whose mission is either academic or social.
<b>Cornell/Community Coordination Committee (4C)</b>	Under the auspices of the Office of Government and Community Relations, a standing committee responsible for approving sales activities on university property. This committee comprises the following: <ul style="list-style-type: none"><li>• Associate Vice President for Community Relations</li><li>• Executive Vice President for Finance and Administration</li><li>• University Counsel</li><li>• Vice President for Infrastructure, Properties and Planning</li><li>• Vice President for University Relations</li><li>• Vice President for Human Resources</li><li>• Vice President for Planning and Budget</li><li>• Vice President for Student and Campus Life</li><li>• Vice Provost for Land Grant Affairs</li></ul>
<b>Designated Retail Outlet</b>	An on-campus sales unit or internet service established and operated directly by the university with permission to sell approved products and services.
<b>Occasional Sales Activity</b>	An approved, irregular sales activity conducted by campus units and members of the campus community.
<b>On-Campus</b>	Includes all physical university property and the university's electronic mail system. See also the definition of "University Property," below.
<b>University Property</b>	Physical properties that include the main campus at Ithaca, the Geneva outlying research site, Cornell Plantations, and other sites owned or operated by the university.

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## RESPONSIBILITIES

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The major responsibilities each party has in connection with this policy are as follows:

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<b>Campus Units Wishing to Conduct Occasional Sales Activity</b>	<p>Apply for permission to conduct sales to the Cornell Community Coordination Committee (4C) through University Relations <b>at least 45 days before</b> the proposed sale.</p> <p>Include with the application detailed descriptions of all products and services to be offered for sale.</p> <p>Observe applicable municipal and state permit and sales tax requirements.</p> <p>Obtain products and/or services for sale from suppliers located in Tompkins County or those selected through a request-for-proposals process that is open to local merchants, including small or disadvantaged businesses.</p> <p>Allow only members of the Cornell community to be sales personnel.</p>
<b>Cornell Community Coordination Committee (4C)</b>	<p>Taking into account the need to avoid the on-campus sale of goods and services that are widely available from local merchants, including small or disadvantaged businesses, and advised by the Office of Community Relations, review and approve applications:</p> <ul style="list-style-type: none"><li>• For the designation of retail outlet</li><li>• To approve sales of new services or products</li><li>• To conduct sales of new products and services in designated areas</li><li>• To conduct special sales activity outside designated areas</li><li>• To conduct occasional sales activities</li></ul>
<b>Entities Wishing to Become Designated Retail Outlets</b>	<p>Apply for permission to conduct sales to the 4C through University Relations <b>at least 90 days before</b> the proposed sale.</p>
<b>Fundraisers</b>	<p>Submit to the Office of Student Activities of the Division of Student and Campus Life with an "Event Registration" form <b>at least 15 days before</b> the proposed sale. (See Related Resources.)</p> <p>Include with the application either actual samples or detailed descriptions of all products and services to be offered for retail sale. Return samples to the vendor who supplied them.</p> <p>Where possible, obtain sales items from suppliers located in Tompkins County or those selected through a request-for-proposals process open to local merchants, including small or disadvantaged businesses.</p> <p>Allow only members of the Cornell community to be sales personnel.</p> <p>Observe applicable municipal and state permit and sales tax requirements.</p>
<b>University Relations</b>	<p>Process and advise 4C on applications:</p> <ul style="list-style-type: none"><li>• For the designation of retail outlet</li><li>• To approve sales of new services or products</li><li>• To conduct sales of new products and services in designated areas</li><li>• To conduct special sales activity outside designated areas</li><li>• To conduct occasional sales activities</li></ul>

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#### RESPONSIBILITIES, continued

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**Office of Student Activities of  
the Division of Student and  
Campus Life**

Receive and process online "Event Registration" forms for the following:

- Fundraising activities
  - Course-related sales
  - Thematic sales
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## POLICY 4.3

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## PRINCIPLES

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### Overview

To facilitate the convenience of the daily activities of its faculty, staff, students, alumni, and visitors, Cornell University allows limited on-campus sales activities. These activities must be conducted in ways that are consistent with the university's mission, take account of the interests of off-campus businesses, and comply with applicable laws and regulations. In addition, considerations of safety and an attractive environment for instruction, research, and public service will apply.

Therefore, the university requires that University Relations advise the Cornell Community Coordination Committee (4C) in the review and approval of all sales-related activity on its campuses or via internet sites. Approval is based on the status of the sales organization, the nature of the products or services being sold or marketed, and the purpose, timing, and location of the activity.

◆ **Note:** On-campus sales units must not take advantage of the university's tax-exempt status to compete unfairly with the private retail sector.

### Designated Retail Outlets

Cornell University operates retail outlets on its campuses to sell approved products and services. Outlets include, but are not limited to, the Cornell Store, Cornell Information Technologies, the Dairy Store, Cornell Dining, Cornell Orchards, Cornell Travel Office, Willard Straight Hall, and the Department of Athletics and Physical Education.

◆ **Note:** Units established to provide materials or specialized services to campus units (i.e., recharge operations, service facilities, and specialized service facilities) must be established in accordance with University Policy 3.10, Recharge Operations and Service Facilities. Please contact University Relations where such a unit proposes to provide sales or services for personal use or to the general public, or that would be in competition with local commercial providers offering the same goods or services to determine whether this policy also applies to that operation.

### Occasional Sales Activities

#### Seasonal or Thematic Sales

With approval, members of the campus community, vendors not affiliated with the university, registered campus organizations, campus units, or individuals may participate in limited seasonal or thematic sales of items, such as room decorations, shipping and equipment rental services, and the wares of local and regional artisans.

#### Fundraising



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#### PRINCIPLES, continued

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With approval, registered campus organizations, campus units, and individuals may conduct fundraising activities, the net proceeds of which must be directed toward one of the following:

- Programs and services of a registered campus organization or university department
- A charitable organization shown to have approved the activity

#### Course-Related Sales

Registered campus organizations, campus units, and individuals may conduct course-related sales activities, the net proceeds of which must be directed to a defined academic program.

#### ◆Notes:

1. Occasional sales are limited activities. Authorization will not be given for widespread commercial activity throughout the year.
2. On-campus marketing of external credit cards to students is prohibited. Special permission for limited credit card marketing to non-students must be obtained from University Relations.
3. Electronic or other directories created by Cornell University containing personal information must not be used to market goods or services to any member of the university community.

#### **Approved Products and Services**

Designated retail outlets, or, on an occasional basis, Cornell community members and approved external vendors, by invitation of a college or unit, may sell the following on Cornell's campuses:

1. Textbooks, educational and recreational supplies, and equipment used in research, instruction, or sponsored recreation.
2. Merchandise related to the university's special facilities and activities that is generally purchased spontaneously or as a memento of the facility or event, including sports, cultural, educational, and entertainment events; and souvenir and emblematic items bearing the sponsor's name or logo, or serving to stimulate enthusiasm for related programs (agreements must be in place with the responsible school or unit and use of the Cornell name and marks must comply with University Policy 4.10, Use of Cornell's Name, Logos, Trademarks, and Insignias).
3. Food and beverages appropriate to university needs, including snacks offered at athletic events in Schoellkopf Field, Lynah Rink, Bartels Hall, and

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#### PRINCIPLES, continued

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other facilities; at performances and/or events in the Center for Theatre Arts; at exhibits at the Herbert F. Johnson Museum of Art; and on similar occasions

4. All products offered by designated retail outlets (examples: the Cornell Store, Cornell Information Technologies, the Dairy Store, Cornell Dining, Cornell Orchards, Cornell Travel Office, Willard Straight Hall, and the Department of Athletics and Physical Education)
5. Permanent and seasonal snack bar, vending machine, cafeteria, and dining room services normally provided by large employers for their employees, patrons, and guests
6. In-house amenities and services appropriate for users of the facilities of the Statler Hotel and hospitality centers, such as the Big Red Barn and Willard Straight Hall

#### **Athletic Sponsorships**

Sponsorship agreements are maintained by the Athletics department and may allow use of its facilities as appropriate, so long as products or services are not sold and use of the Cornell name and marks complies with University Policy 4.10, Use of Cornell's Name, Logos, Trademarks and Insignias.

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## PROCEDURES

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#### **Becoming a Designated Retail Outlet**

Apply for permission to conduct sales to the Cornell Community Coordination Committee (4C) through University Relations **at least 90 days before** the proposed sales activity.

#### **Conducting Occasional Sales Activity**

Apply for permission to conduct sales to the 4C through University Relations. Include detailed descriptions of all products and services to be offered for sale. Submit an "Event Registration" form to the Office of Student Activities of the Division of Student and Campus Life. (See Related Resources.)

#### Seasonal or Thematic Sales

Submit an application **at least 90 days before** the proposed sales activity to University Relations.

#### Fundraising and Course-Related Sales

Submit an application **at least 15 days before** the proposed sales activity to University Relations. Only members of the Cornell community may serve as participants or sales personnel.

◆**Note:** In addition, designated retail outlets and entities conducting occasional sales activity must take the following actions:

Observe applicable municipal and state permit and sales tax requirements,

- Procure products or services for sale from suppliers located in Tompkins County or from suppliers selected through a request-for-proposals process that is open to local merchants, including small or disadvantaged businesses.

#### **Applying for Approval of Products and Services**

Designated retail outlets must apply to the 4C for approval to sell products and services not already approved for sale.

Sales activity must be consistent with the university's educational mission.

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