

Advertising & Marketing FAQs for Summer Programs

Do I have to have my advertising/marketing materials approved by anyone?

Yes. Please submit any marketing materials to your YC&E program director prior to publishing or printing. We request that you send us 5 copies of any printed materials as well.

Can I use the Yale name on my advertising/marketing materials?

Yes, but YC&E must approve the use. As per your contract, "Client will not use Yale's name, trademarks, or any insignia associated with Yale in any solicitations, brochures, advertising or promotional materials without the prior written consent of YC&E.

Are there any limits on how I use the Yale name in my marketing materials?

Yes. Any publicity or other communications material concerning the Program may not indicate that the Program is sponsored by, hosted by, or in collaboration with Yale or use any other language which states or implies that the Program is a function or activity of Yale without written permission of Yale. All public communications materials that mention Yale, whether in print or electronic media, must be approved by the YC&E Program Liaison prior to publication.

What about signage while we are on campus?

YC&E must approve all on-campus signage for the Program prior to display. Client may post on campus signage only in areas and in the manner Yale determines.

Is there any specific language that I should include on my marketing materials?

Yes. If Participants include high school-age students, Client's print or electronic promotional material must prominently disclaim affiliation with Yale by stating "«Event_Name» is independent of Yale University, its faculty, and its admissions office."