



# The University of North Carolina

General Administration  
Post Office Box 2688, Chapel Hill, NC 27515-2688

THOMAS W. ROSS, President

Telephone: (919) 962-1000 • Fax: (919) 843-9695 • E-mail: tomross@northcarolina.edu

*Constituent Universities*  
Appalachian State  
University

East Carolina  
University

Elizabeth City  
State University

Fayetteville State  
University

North Carolina  
Agricultural and  
Technical State  
University

North Carolina  
Central University

North Carolina  
State University  
at Raleigh

University of  
North Carolina  
at Asheville

University of  
North Carolina  
at Chapel Hill

University of  
North Carolina  
at Charlotte

University of  
North Carolina  
at Greensboro

University of  
North Carolina  
at Pembroke

University of  
North Carolina  
at Wilmington

University of  
North Carolina  
School of the Arts

Western Carolina  
University

Winston-Salem  
State University

*Constituent High School*  
North Carolina  
School of Science  
and Mathematics

An Equal Opportunity/  
Affirmative Action Employer

May 21, 2012

## MEMORANDUM

TO: The Chancellors

FROM: Thomas W. Ross

SUBJECT: Advertising the North Carolina State Education Lottery at Athletic Events

Shortly after the North Carolina State Education Lottery was established, then President Bowles directed the chancellors to discontinue advertising for the lottery at campus athletic events and to refrain from entering into any further advertising sponsorship agreements with the North Carolina Lottery Commission. The lottery is now well established and provides important financial aid resources for students attending UNC institutions. After careful consideration and discussion with the chancellors and members of the Board of Governors, I have concluded that the appropriateness of lottery advertising at campus events should be evaluated and determined on a campus-by-campus basis. Chancellors may authorize lottery advertising on campus, after notifying their Board of Trustees of the intent to do so. The following specific guidelines apply to lottery advertising at campus athletic events:

1. Constituent institutions of the University of North Carolina may allow advertising by the North Carolina State Education Lottery only at athletic venues.
2. North Carolina State Education Lottery advertising at athletic venues shall be consistent with the mission and values of the University of North Carolina and shall be limited to tastefully-presented print or electronic signage, video, and advertisements in printed programs that provide information about the lottery, as well as its connection to scholarship funding. North Carolina State

Education Lottery advertising at athletic venues shall conform to all submission, review, and approval procedures established by constituent institutions for advertising at athletic venues.

3. North Carolina State Education Lottery advertising at athletic venues shall not condone gambling, particularly on sporting events.
4. Contracts and business relationships for North Carolina State Education Lottery advertising shall be consistent with the North Carolina State Education Lottery Commission Code of Ethics and all other applicable law and policies.

UNC General Administration reserves the right to prohibit particular types and forms of advertising, as well as the content of particular advertising.

Constituent institutions shall also comply with all applicable NCAA and athletic conference standards and agreements concerning venue and broadcast advertising.

Constituent institutions shall remit 5% of net revenues for North Carolina State Education Lottery advertising to the University of North Carolina General Administration to be used to help implement and monitor University-wide initiatives related to intercollegiate athletics and/or lottery advertising. If a constituent institution enters into an agreement for North Carolina State Lottery advertising, it shall promptly provide a copy of the agreement to the Vice President for Finance at UNC General Administration.