



Office of Special Events

Pan American Center
MSC 3SE
New Mexico State University
P.O. Box 30001
Las Cruces, NM 88003-8001
575-646-4413, fax: 575-646-3605
www.panamcenter.com

NMSU Marquee Use Guidelines

Major Campus Event Posting Guidelines

While priority marquee messaging is for all Athletic and Special Events, in recognition of major University events that are of importance to the total University community but not held in the identified venues, (Pan American Center/Athletic Facilities) one rotation per minute is available. The Office of the President or designee will be responsible for approving posting requests for such major campus events. Examples of these events include: Commencement, Homecoming, Student Registration, the Domenici Conference, Welcome Back Student Weekend and NMSU Celebrates Black History Month;

- Informational requests and message design will be coordinated and inputted by the Office of Special Events. Messages will be limited to simple block lettering if designed ad panels are not provided.
- Currently no commercial/paid advertising is allowed.
- All content advertised must be related to the campus and to campus activities and events.
- Content must be informative, courteous, accurate, fair and not defamatory.
- The Office of Special Events reserves the right to edit and design messages for clarity, brevity and propriety both before and during the display period.
- Messages will run for a minimum of five working days prior to the beginning date of the event.
- Approved requests to broadcast on the marquee are not guaranteed. During periods of heavy volume, the Office of Special Events will prioritize requests.

Posting Procedures

The process outlined below should be followed to request authorization for major campus event messages:

- Announcements must be submitted at least two weeks (10 business days) prior to the scheduled broadcast.
- Requests may only be submitted by recognized campus organizations and departments.
- Requests must be submitted on the attached NMSU Marquee Request Form. Email, phone or other requests will not be accepted.
- Messages must be composed as follows:
 - First Line: Title of Event
 - Second Line: Time, Date and Location
 - Third Line: On-Campus Contact Number
- Communication regarding approval will be made by the Office of Special Events back to the requestor
- Display messages need to be extremely brief. 15 words or fewer are recommended.
- Messages should be edited by the requestor to conform to the general journalistic style of answering “who,” “what,” “when,” “where”. Include any punctuation that you wish to appear.
- Requestors are responsible for verifying the accuracy of their submissions. A jpg image 128 pixels High X 272 pixels Wide may be displayed as a message if it is kept very simple.

Emergency Messages

The Director of Special Events will have full authority to pre-empt any message schedule for an official University emergency announcement and/or an official emergency public announcement.



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NMSU Marquee Request Form

Requestor _____ **Date of Request** _____

Daytime phone number _____ **Email** _____

Campus Organization _____ **Campus Department** _____

Message start date and time _____ **Message end date and time** _____

Background color suggestion _____

Line One Text (Title of Event) _____

Line Two Text (Time, Date and Location) _____

Line Three Text (On-Campus Contact Number) _____

I have read/understand the Marquee Use Guidelines (Circle one) Yes / No (Completed by Requestor)

Signatures from Campus Organization or Campus Department Requesting Use of NMSU Marquee

REQUESTOR: _____ **DATE** _____

Comments: _____

DEPARTMENT HEAD/DIRECTOR: _____ **DATE** _____

Comments: _____

DEAN/VICE PRESIDENT: _____ **DATE** _____

Comments: _____

DIRECTOR OF SPECIAL EVENTS: _____ **DATE** _____

Recommendation to President/Designee: Approve / Deny (Circle One)

Comments _____

Office of the PRESIDENT/DESIGNEE: _____ **DATE** _____

APPROVED / DENIED (Circle One)

Comments: _____