



FIU Advertising and Commercialization of University Real Estate and Grounds #175.102

INITIAL EFFECTIVE DATE: May 7, 2009	LAST REVISION DATE: February 26, 2026	RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT Marketing & Strategic Communications
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POLICY STATEMENT

All advertising and commercialization of space on FIU campuses and the allocation of revenue generated from these activities shall be subject to the terms and conditions of this policy. Proposals for advertising and commercialization of University space are subject to review and approval by Business Services and Marketing & Strategic Communications prior to any negotiations with vendors or business partners. This policy applies to all FIU campuses. Business Services and Marketing & Strategic Communications shall be responsible for the negotiation of any and all agreements covering such advertising and commercialization opportunities.

SCOPE

This policy applies to all students, faculty and staff.

REASON FOR POLICY

To ensure a holistic and strategic approach to commercialization and maintenance of brand integrity.

DEFINITIONS	
TERM	DEFINITIONS
Net Revenue	is defined as the gross revenues collected by Business Services minus all expenses directly associated with the revenue generation. Expenses include direct out of pocket expenses such as external consultative services and costs associated with retrofitting, installation and removal of advertisements.
FIU campuses	Buildings and grounds including the Modesto A. Maidique Campus, Biscayne Bay Campus, the Engineering Center, the Wolfsonian Museum, the Wolfsonian Museum Annex and any



other current or future locations in and around Miami-Dade County.

ROLES AND RESPONSIBILITIES
N/A

RELATED RESOURCES
N/A

CONTACTS
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HISTORY
Initial Effective Date: May 7, 2009
Review Dates (*review performed, no updates*): N/A
Revision Dates (*updates made to document*): April 6, 2021; February 1, 2024; February 26, 2026
(update to unit name).



**FIU Advertising and Commercialization of University Real Estate and
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PROCEDURE STATEMENT

Revenue Distribution

- Business Services shall be responsible for the collection of all monies resulting from advertising and commercialization contracts and other business opportunities described in this policy. Business Services will be responsible for distributing net revenues as follows:
- 20% of the net revenue will go to the Division that identifies and introduces the vendor to Business Services and Marketing & Strategic Communications (MarComm) and works jointly with Business Services and MarComm to negotiate the contract. After the first contract term, Business Services and MarComm in coordination with the Division will negotiate subsequent renewals on behalf of the University. The 20% revenue distribution will be maintained if the Division works jointly with Business Services and MarComm to secure subsequent renewals.
- 20% of the net revenue will be distributed to the owner of the property as defined below:
 - **The University** will be considered the “owner” of E&G (PECO funded) real estate. The University will centrally manage the 20% to ensure that the funds are invested in the University strategic initiatives.
 - **Student Affairs** will be the owner of Auxiliary buildings such as the Graham Center, The Wolfe University Center, Recreation Center and all Residential Structures.
 - **Parking and Transportation** will be the owner of all auxiliary parking structures.
 - **Athletics** will be considered the owner of all collegiate athletics structures and fields.

- **Facilities Management** will be considered the owner of all landscape and paved grounds and roadways.
- 30% of the net revenue will go to Business Services and 30% of the net revenue will go to MarComm to fund the day to day management and expansion of the initiative and other strategic divisional priorities in support of Institutional promotion and branding.

Exceptions

- Naming opportunities for University buildings, classrooms, athletic fields and stadiums are specifically excluded from the provisions of this policy.
- This is for future incremental business only. Additionally, Business Services will continue to contract for and manage all retail and services (such as food service, travel, bookstore, etc.). Business Services maintains 100% of the net revenue as it exists today, and will continue to reinvest dollars into existing operations, expansion of future campus retail and services, and University strategic initiatives.