



Marquee Strategy

Marketing and Communications

OVERVIEW

Marketing and Communications is responsible for maintaining and reviewing all content for the Stockdale Highway marquee. Messages can be submitted by request by emailing Joseph Luiz at jluiz@csub.edu. However, a submission does not guarantee the promotion of an event, activity or program. Each request will be evaluated by the Division of University Advancement and considered for approval within the overall marketing and communications and stewardship plans.

The marquee is used for event promotion, community awareness, stewardship and announcements that are campus and community focused. Only departments and student organizations within CSUB can submit requests.

All submissions should be in compliance with the university's [strategic plan](#) and guiding principles.

SUBMITTAL PROCESS

- Submit a request by emailing Joseph Luiz at jluiz@csub.edu.
- Include the following information in your email: Name of event/program, date, time, place and phone number for contact to be reached.
- All requests should be submitted at least three weeks in advance.
- If content isn't approved, requestors will be contacted with reasons or revisions. In the event that content is not approved for the marquee, Marketing and Communications may offer alternative tactics for promotions, such as social media, press releases, website stories or newsletters.
- There is no extra fee to display a message on the marquee. However, there is a small fee when working with the Print Shop for artwork, which will be submitted separately through WebPrint. You can visit the Print Shop website at: <https://www.csub.edu/bas/fiscal/reprographics/>



CRITERIA

Information submitted for the Stockdale Highway marquee should meet the following criteria: The event, activity or topic must have widespread interest or importance to the campus community, as well as the general public visiting the campus, with an anticipated audience of at least 150 or more.

- Congratulatory messages will be posted on a case-by-case basis (i.e Alumni Hall of Fame, graduating classes and more).
- Welcome messages to groups visiting CSUB will be posted on a case-by-case basis and may be posted for the day of visit (in rotation with other approved postings for that day), space permitting (CSU officials, Kern County officials and any other special guests who might be on campus).
- The president may have the ultimate authority to edit, adjust or make exceptions to marquee messages as needed.

Acceptable events

- General public events
- Athletic events
- Lectures
- Art exhibits
- Concerts
- Plays or theater performances
- Admission events, campus tours and class enrollment schedules (any with open enrollment)

Sponsors/partnerships

- Marketing and Communications will work with the Development Office to display sponsorship/donor messages.
- Sponsorship/donor messages will be changed out once a month, unless otherwise stated due to a special gift.

Information/events not acceptable:

- Political endorsements or endorsements of any kind
- Commercial or other for-profit messages



CALIFORNIA STATE UNIVERSITY BAKERSFIELD

- Groups or entities not affiliated with CSUB
- Announcements for events that are closed to the public or are limited to members of an organization
- Any event that promotes illegal activities or violates any CSUB, state or federal laws and policies

TECHNICAL GUIDELINES

- Once approved by the Marketing and Communications office, requestors should work with Maylanie Winton in the Print Shop for artwork. You can visit the website at: <https://www.csub.edu/bas/fiscal/reprographics/>
- If requestors are providing their own marquee with CSUB branding, dimensions for the marquee graphic is: **2550x900 pixels, 300 DPI.**
- Only static images will be displayed on the marquee sign, no video is allowed.
- All approved messages for the marquee will be displayed approximately two weeks prior to event or deadline, unless otherwise discussed.
- Messages will be displayed at five seconds per slide.
- Marketing and Communications has the right to determine how many slides will rotate at any given time – standard is five to seven slides at a time.

For more questions, please contact Joseph Luiz at jluiz@csub.edu.

MAINTENANCE/DAKTRONICS

- Marquee is serviced by DAKTRONICS
 - 800-325-8766
 - support@daktronics.com
- There have been instances where CSUB Facilities Management has provided support as well.