

Guidelines for Activations on all Campuses at the University of the Witwatersrand, Johannesburg

1. Introduction:

These guidelines delineate the procedures and prerequisites for brands and promoters seeking access to our campus for activations. The Development and Leadership Unit (DLU), a Division of Student Affairs, is the custodian for all external activations on campus. These guidelines aim to ensure a smooth process while maintaining the integrity of our campus environment and respecting the needs of our students.

2. Pre-activation and Information Solicitation:

2.1 To facilitate a seamless activation process, all promotion requests should be submitted at least one month in advance. This allows the DLU to assess feasibility and address logistical concerns.

2.2 Promotion requests can be directed to the following contacts:

2.2.1 Reaobaka Mosimangegape - Email: Reaobaka.Mosimangegpae@wits.ac.za
Tel: 011 717 9258

2.3 Promoters are encouraged to meet with a university representative and request a site visit if necessary.

3. Formal Activation Request, Provisional, and Confirmed Bookings:

3.1 After the initial meeting, clients are required to send a second email to Reaobaka.Mosimanegape@wits.ac.za, including the following information:

- 3.1.1 Dates and times for activation
- 3.1.2 Activation type
- 3.1.3 Desired space
- 3.1.4 Infrastructure requirements (power, tables, etc.)
- 3.1.5 Previous activation history at Wits
- 3.1.6 Any other relevant information (Special guests/performers)

3.2 Upon receipt of this information, the activation will be provisionally confirmed for a maximum of three working days, pending proof of payment.

3.3 It is recommended that activations be booked at least seven working days in advance to allow for invoicing and payment processing.

3.4 If necessary, clients will be requested to apply for a customer number to enable invoicing. An invoice will be issued along with the University's banking details.

3.5 Activation confirmation will be provided upon receipt of proof of payment. No activation will be permitted on campus without prior payment. Activations are at the promoter's risk. In case of adverse weather, the agreed rate still applies unless otherwise specified in writing.

3.6 Promoters may choose setup locations within approved zones.

3.7 The University is not liable for lower foot-traffic or perceived success.

3.8 The department may issue a credit note or offer a date change option if needed.

4. Rules and Regulations Governing Promotions:

4.1 On the Day:

4.1.1 Access to campus will only be granted upon receipt of full payment for the activation.

4.1.2 Vehicles are permitted for drop-off only. After drop-off, delivery, and private-use vehicles must park in designated visitor bays. Any clamping costs for promoter vehicles will be the responsibility of the promoter.

4.1.3 Promoters can access the campus after 07h00, and activations must conclude by 17h00.

4.1.4 Only infrastructure specified in the confirmation documentation will be accommodated.

4.1.5 Promoters will be accredited and must provide accreditation details at least 48 hours before the activation. The University requires agent details for promoters.

4.1.6 There can be NO sale of items/goods on campus by any promotor

4.2 Music:

4.2.1 Promoters must stay within their allocated zones.

4.2.2 Sound must adhere to specified time allocations:

4.2.2.1 Tuesdays from 13:15-14:00

4.2.2.2 Thursdays from 13:15-14:00

4.2.3 Noise levels must be minimized, and promoters must follow University protocols.

4.2.4 Promoters are expected to comply with reasonable instructions from University's Campus Protection Services.

4.3 Car Access:

4.3.1 All cars must utilise the university's visitor parking. Promoters are prohibited from parking in designated areas, such as library lawns or areas with bomb gate access, including the Umthombo parking area granting access to the library lawns.

4.3.2 VIP parking can be requested, located in the Solomon Mahlangu basement.

- 4.3.3 Access to the lawns may only be granted under the following circumstances:
- 4.3.3.1 Trucks or cars delivering equipment or furniture necessary for promotions. Cars must exit bomb after delivery.
 - 4.3.3.2 Trucks and cars delivering may not enter the lawns unless necessary.
 - 4.3.3.3 Trucks and cars required for promotional personnel may do so with prior approval.
 - 4.3.3.4 VIP (Artists) cars needing direct access to the lawns for promotion, at the discretion of the DLU and Campus Security.
- 4.3.4 Cars and trucks failing to adhere to these rules will be clamped without warning, and the DLU or the university will not be held liable.

4.4 Branding:

- 4.4.1 Branding is restricted to the promotional space booked.
- 4.4.2 Branding must not encroach onto other brands' promotional space.
- 4.4.3 Shark Fins may not be pinned to the ground without a university representative present on-site.
- 4.4.4 This precaution is due to underground irrigation on the lawns.
- 4.4.5 Any damage caused to the irrigation system on the lawns due to the unapproved installation of shark fins will be the responsibility of the promoters.

4.5 Promoter Stand Occupancy Limitations:

- 4.5.1 For 3mX3m stands: Maximum of 4 people.
- 4.5.2 For 6mX6m stands: Maximum of 8 people.
- 4.5.3 For 10mx10m stands: Maximum of 12 people.
- 4.5.4 For 12mX12m stands: Maximum of 15 people.

5. Failure to adhere to these regulations may result in stand expulsion, with full cost liability.

6. Signed by or on behalf of _____(Promoter).

Name: _____

Designation: _____

Date: _____

Place: _____

Witness: _____