



STANDARD ADMINISTRATIVE PROCEDURE

09.02.99.M0.02 Commercial Filming, Videotaping and Photography

Approved June 5, 1997

Revised June 10, 2010

Revised September 21, 2018

Next scheduled review: September 21, 2023

SAP Statement

Texas A&M University will not permit the unrestricted use of commercial filming, videotaping, embedded augmented reality, graphical interchange format (GIF) or any other visuals of any of its facilities by non-University groups.

Official SAP/ Responsibilities/ Process

1. GENERAL

- 1.1 The University prohibits its faculty, staff, and students from participating in commercial filming or videotaping in any manner that could be construed to represent the University's endorsement of a product or service without prior written approval from the Division of Marketing & Communications.
- 1.2 All contracts for commercial filming or videotaping must be processed in accordance with [University Rule 25.07.01.M1, Contract Administration](#).

2. USE OF CAMPUS FACILITIES

University buildings, statues or other landmarks may not be used in any commercial advertisement in such a way as to misrepresent the University's involvement with, or support, promotion or endorsement of any product or service unless a license has been granted through the Division of Marketing & Communications.

3. USE OF ASSOCIATED IDENTIFICATION

- 3.1 Any University-affiliated organization that officially represents the institution, such as the Corps of Cadets (and all of its units) and athletic teams are prohibited from participating in commercial filming, videotaping, or other forms of photography in any manner that displays closely associated University identification unless a license has been granted through the Division of Marketing & Communications.
- 3.2 The use of closely-associated University identification includes but is not necessarily limited to all registered marks, official insignia, uniforms, landmarks, still and moving images – including primary photo or video capture in addition to embedded augmented reality images onto photos or stills – or licensed songs that may be reasonably identified with Texas A&M University. This also includes other identifying marks used in association with any photographic activity, videotaping, or other forms of photography and/or augmented reality-related images that involve the endorsement, support, or promotion of a service or product or could reasonably be perceived as such.

The University may occasionally enter into a contract to allow filming of a movie, television show or documentary on the University campus. In such cases, the University retains the right to approve the script, approve any changes to the script, and coordinate access to University property. The Division of Marketing and Communications oversees permission for such shows or movies.

(For purposes of this procedure, commercial shall be construed to include both for profit and not-for-profit businesses)

Related Statutes, Policies, or Requirements

Supplements [System Policy 09.02](#)

Contact Office

OFFICE OF RESPONSIBILITY: [Division of Marketing & Communications](#)