

# UNIVERSITY RULE

## 09.02.99.M2 Commercial Filming

*Approved June 5, 1997*

*Supplements [System Policy 09.02](#)*

### 1. GENERAL

- 1.1 Texas A&M University will not permit the unrestricted use by non-University groups of any of its facilities. The University prohibits its faculty, staff, and students from participating in commercial filming in any manner that displays closely associated University identification without prior written approval. Any commercial films or videotapes, or other forms of commercial photographs taken on the University campus and requests to participate in commercial filming must be approved, in writing, in advance by the Office of University Relations.
- 1.2 All contracts for commercial filming must be processed in accordance with [University Rule 25.07.99.M1, Contract Administration](#).

### 2. USE OF CAMPUS FACILITIES

University buildings, statuary, or 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.

### 3. USE OF ASSOCIATED IDENTIFICATION

- 3.1 Any University affiliated organization that officially represents the institution, such as the Corps of Cadets (and all included 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.
- 3.2 The use of closely associated University identification includes but is not necessarily limited to all registered marks, official insignia, uniforms, landmarks, or licensed songs that may be reasonably identified with Texas A&M University, and other identifying marks in association with any photographic activity, videotaping, or other forms of photography that involves the endorsement, support, or promotion of a service or product.

The University may occasionally enter into a contract to allow filming of a motion picture 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.

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

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