Promote Your Event

Our Communications & Creative Services team offers full service marketing capabilities to all officially recognized student organizations and university departments. Full-time professionals and student staff can make your vision a reality through:

- Logo design
- Posters, banners and handbills
- ActiviTV Digital Signage
- Photography and videography
- Motion graphics for promotional purposes
- Social Media assets
- Brochures and publications
- T-shirts and promotional items

Visit the Communications and Creative services department page to see a complete range of services, take a look at the Carolina Union Instagram, Twitter or Facebook pages, or visit the department at the Carolina Union room 1506 to learn more about how CCS can help promote your brand or event. CCS is excited to help you to get your organization the recognition and publicity it deserves!

To work with the CCS team please visit their office located in 1506 in the Carolina Union or submit a design request.

Need to promote your next event? Explore the spaces in and around the Union (as well as online). Please note that all publicity resources require approval by the managing department (see Policies & Documents for full details).

Interior Spaces

Union Bulletin Boards

Three bulletin boards are available on all floors of the Union for the advertisement of
University events by recognized student organizations and UNC Departments.

- All advertisements must be submitted to the Guest Services Desk for approval and posting. Unapproved flyers will be removed.
- All advertisements posted must comply with Sections VII-IX of the UNC-CH Facilities Use Policy.
- The following may not be advertised: items for sale, roommate requests, transportation requests and the use or availability of alcohol.
- The maximum size for advertisements is 11x17 inches.
- Advertisements will be posted for a maximum of two weeks and cannot be advertised more than two weeks prior to the event.
- There is a limit of one advertisement per event/program per bulletin board.

**ActiviTV Digital Signage**

Located throughout the first and second floors of the Carolina Union are seven high definition ActiviTVs. This digital signage system allows for student organizations and UNC departments to showcase upcoming events. Advertisements loop continuously 24 hours a day, seven days a week. Advertising space is sold in one-week blocks may designed by the organization or CCS can create a design for the event needs.

Read more on ActiviTV here.

**Meeting Room Signage**

To utilize Meeting Room sign holders (8.5”x11”), please contact **Event Services** at least one business day prior to your reservation.

**Exterior Spaces**

**The CUBE**

Located directly outside of the Union, adjacent to the Pit, the CUBE provides an ideal opportunity to market to the campus community.

The CUBE is only available for officially recognized student organizations for publicizing on-campus events open to the University. Reservations for the CUBES must be made at least 2 business days prior to the desired advertising date. Reservations can be made in person at the Guest Services Desk Monday-Friday from 8:00am-5:00pm. You can check the CUBE availability by looking online. A cash payment of $12 is due at the time of your reservation for use of the paint cart. Exact change only, please. Events cannot be advertised for more than 10 days in advance. The paint cart is reserved for an increment of 2 hours at the time of a CUBE reservation. Use of any paint or materials not provided by the Carolina Union is strictly prohibited.

A full list of policies is located [here](#).

**A-Frames**

A-Frame sign holders are provided free of charge on the day of your reservation, but you must reserve them through the Office of Event Services at least 30 days prior to your reservation. A-
Frame sign inserts must be 22"W x 28"H and approved by Communications & Creative Services. Communications & Creative Services (CCS) can create the A-Frame design for a design fee. Submit a Design Services request to work with the CCS team.

**Exterior Banner Line**

The exterior banner line is provided free of charge, and organizations may utilize it for up to ten days. Banner space must be reserved through the Office of Event Services at least 30 days prior to the reservation date. The printed banner must be provided to Event Services at least two (2) days prior to your reservation. Banners must be 8' W x 3' H and approved by Communications & Creative Services. Communications & Creative Services can create the banner design for a design fee. Submit a design and printing request to Design Services.

**Heel Life**

Market your event or project to over 650 student organizations with Student Life! Heelife.unc.edu is where students learn more on how to participate in student organization activities by joining an organization or simply attending an event. Through heellife.unc.edu students can easily track campus events, see advertisements for major events, and take part in student body elections. To learn more, explore the site today! Questions? Email: StudentLife@unc.edu

**Source URL:** https://carolinaunion.unc.edu/services/promote-your-event