Promote Your Event

Our Communications & Creative Services team offers full service marketing capabilities to all officially recognized student organizations and university departments. Our full-time professionals and student staff can make your vision come to life through creations that include:

- Logo design
- Posters, banners and handbills
- ActiTV Digital Signage
- Photography and videography
- Brochures and publications
- T-shirts and promotional items

Please visit our department page to see our complete range of services, or download a short presentation to learn more about how we can help you. We’d love to partner with you to get your organization the recognition and publicity it deserves!

Need to promote your next event? Explore all of the spaces in and around the Union (as well as online) we offer for publicity below. 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**

To get the attention of people inside the Union, try our digital signage system, ActiviTV. There are seven high-definition screens located on the first and second floors of the Union where an advertisement for your event can loop continuously 24 hours a day, seven days a week. We sell advertising space in one-week blocks, and you may design your own ad, or hire us to design one for you! Read more on the ActiviTV webpage if you are interested.

**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 $12.00 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 can create your A-Frame design for you for a design fee, if you submit a Design Services request.

**Exterior Banner Line**
The exterior banner line is provided free of charge, and organizations may utilize it for up to ten days. You must reserve banner space through the Office of Event Services at least 30 days prior to your reservation; you must provide the printed banner to Event Services at least two days prior to your reservation. Banners must be 8' W x 3' H and approved by Communications & Creative Services. Communications & Creative Services can create your banner design for you for a design fee, if you submit a Design Services request.

**Heel Life**

Market your event or project to over 650 student organizations with Student Life! Heelife .unc.edu is where students can find out about how to participate in student organization activities by either 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-0