White Memorial Plaza

Introduction

White Plaza is the designated University area available for programs, speeches, rallies, information tables, banners and posters. It is considered a “free speech zone” on campus. White Plaza is neither a marketplace nor a parking lot. Due to Stanford's non-profit status, for-profit commercial activity or corporate promotion of any kind is strictly regulated. White Plaza is in the center of campus, so event planners should take particular care to avoid undesired impact on surrounding buildings and programs.

Definition

White Plaza is defined as the outdoor area stretching from outside the Barnum Family Center for School and Community Partnerships to the area in front of Dinkelspiel Auditorium and up to the Tresidder Union Patio. Other adjacent spaces not considered part of White Plaza are the Old Union Courtyard, the Tresidder Union patio, the front steps of Bookstore, Canfield Court, and turnabout at the Clock Tower.

General Policies

Events in White Plaza may be organized by approved University groups (student groups, departments, and programs) and require approval from the Office of Student Activities (OSA). If it does not conflict with a scheduled event, such University groups may also set up informational tables, which does not require prior approval. Non-Stanford organizations may not host events or set up informational tables in White Plaza, but may gain permission from the Stanford Bookstore to set up on that building’s front steps. The following additional policies apply at all times:

Alcohol:
Alcoholic beverages in White Plaza are strictly prohibited.

Amplified Sound:
All events must comply with the Campus Disruptions Policy. Moderate amplified sound is allowed between noon and 1:00 pm, Monday through Friday. High-impact sounds at those times and any amplified sound on weekends and evenings may be permissible, but only with prior approval from the Office of Student Activities and in coordination with surrounding University functions.
Commercial and Retail Activity:
Commercial activity, solicitation or other retail activities in White Plaza are governed by the University Policy on Unrelated Business Activity and Internal Revenue Service tax codes. Any retail activities must support the educational mission of the University and be organized by a University group. Acceptable examples include sales of tickets to University events, vendors at one-time cultural fairs/programs, and sales of CD's by recognized Stanford groups. Ongoing retail sales and sales unrelated to an educational event are prohibited.

Concerts:
All contemporary entertainment acts (concerts) in White Plaza must be sponsored by a registered student organization and presented in coordination with the Stanford Concert Network.

Food and Beverage Sales or Distribution:
All sales or distribution of food and beverage must comply with Santa Clara County health requirements.

Layout:
Events or activities must not impede pedestrian or bicycle traffic and may not block fire lanes.

Vehicles:
Due to the high volume of pedestrian and bicycle traffic, White Plaza is a designated vehicle exclusion zone. Vehicles may not access the plaza unless they are vital to the success of the event, and only with approval of the OSA. Vehicles used for event set-up or takedown must exit the plaza immediately after loading/unloading and find parking in another location. For more information, view the White Plaza Access Protocol.

Visual Displays:
Artistic and other free-standing visual displays require approval from the OSA. Due to previous experiences with vandalism, overnight displays are discouraged. It is suggested to accompany the display with an information table explaining the purpose of the exhibit.

Posting Policies
Only registered student organizations and University departments or programs are eligible to display banners and posters in White Plaza. All publicity materials must clearly identify the sponsoring organizations and date of event. Organizations must not monopolize the available space. Violation of any of these policies is cause for automatic removal of any publicity, and the sponsoring organization may be held liable for costs incurred in removal.

Banners:
Banners must be no larger than 3 ft. tall by 8 ft. wide and may only be displayed at the Speaker's Rostrum ("The Birdcage"). Banners crossing the...
middle of the Birdcage must be hung at least 7 feet high. Banners may be displayed in White Plaza up to a week in advance of the proposed activity and must be removed within 24 hours following the scheduled event. For activities without an end date, banners may remain in place for 10 working days.

Fliers:
Posters and fliers may be posted on bulletin boards, the low bench walls surrounding The Claw, and the two stone walls at the North end of the Plaza. Posting fliers, posters, or banners on the ground, building walls, doors, windows, campus signs, trees, and trash cans is prohibited.

Scheduling Process

White Plaza is scheduled on a first-come, first-served basis. Requests must be made at least two weeks in advance.

- **Step 1:** Check the White Plaza calendar for availability

- **Step 2:** Submit your space request:
  - **Student groups:** Create and submit a new event in the Events tab of myGroups
  - **Departments and programs:** Email Snehal Naik (svnaik@) with event information

- **Step 3:** Meet with an OSA Advisor to review your event plan (if needed)

- **Step 4:** Contact surrounding spaces to avoid noise conflicts (if needed)

- **Step 5:** Receive confirmation of your space reservation