

# EVENT PLANNING ON CAMPUS

## Frequently Asked Questions

### WHERE DO YOU GO TO MAKE RESERVATIONS OR PLAN EVENTS?

The Hub / Information Desk at the Hendrix Student Center (2nd floor), is the best place to start. All events, large and small, require a reservation request. From there, you will be assisted with securing a location and walked through any required steps for planning a successful event.

**The Hours for the Hub are:** Monday – Friday, 8 am – 6 pm

### Get the amount of help you need.

Students who are planning complex events can also work with an event planner by appointment which can be arranged for after hours, if needed. Many events do not require an event planner and can be entered directly into the system at the desk. **Please do not fax requests.** Scanned requests may be emailed to [reserve@clermson.edu](mailto:reserve@clermson.edu). The best number to call for general information is 864-656-4636.

### THE AREAS that are reservable through campus life include:

- Hendrix Student Center
- The Union including the Palmetto Ballroom and Union Loggia
- Student Senate Chambers
- Tillman Auditorium
- Bowman Field
- Carillon Gardens
- Cox Plaza
- Military Heritage Plaza
- President's Park and Rotunda
- Outdoor Theater (Amphitheater)
- Johnstone Meadows
- "Baby" Bowman (the grassy area outside of HSC)

### CAMPUS LIFE CAN ALSO HELP PROVIDE MOBILE EVENT SERVICES INCLUDING TABLES, TENTS, CHAIRS, SOUND SYSTEMS, AND CREWS FOR EVENTS ALL ACROSS CAMPUS.

(See Addendum for form used to request a reservation ALONG WITH the policies.)

### HOW FAR IN ADVANCE CAN I REQUEST SPACE ON CAMPUS?

If you have a firm event planned you can make your request for up to a year in advance. We may opt to put tentative event dates on hold status in our system and confirm them only when details are certain. Keep in mind that we have cancellation penalties if you don't actually use the spaces that you reserve without proper notification of your cancellation. The purpose of this policy is to maximize the usage, therefore, we don't encourage requesting several dates unless you are certain you are going to use them.

### WHAT FEES ARE CHARGED FOR EQUIPMENT OR ROOM RENTALS?

Through an agreement with Campus Life and Undergraduate Student Government, recognized undergraduate student organizations will not pay any room rental fees for reserved spaces. A specific number of tables, chairs and in-house AV are also free at HSC. A reduced rate for equipment and technical fees is applied to Union spaces and additional equipment at HSC that is not covered under the agreement. Staffing fees, after-hours fees, no-show and late cancellation fees may apply in these areas. At Tillman and Outdoor reserved areas there are no reservation fees, but the equipment and technical fees WILL apply. STUDENTS ALWAYS RECEIVE THE LOWEST PRICES FOR ALL SERVICES.

### WHAT IS THE AMPLIFIED SOUND POLICY?

**Noise restrictions are in effect until 9pm Monday- Thursdays and until 5pm on Fridays. Any Amplified Sound during those hours may not exceed 80 decibels 50 feet from the speakers.** Amplified sound is permitted in reservable areas such as the Outdoor Theatre from 9pm – 12 midnight. Guidelines per event may apply; any plans for amplified sound, sound checks etc. should be coordinated with your event planner.

### WHAT IS PROHIBITED IN CAMPUS LIFE FACILITIES?

The list of prohibited items includes: animals except assistance animals, glitter, food outside and drink without a waiver from ARAMARK, open flames, alcohol without a permit, fireworks, weapons, tobacco products or illegal substances and glass containers.

## **WHAT ARE THE CLEMSON UNIVERSITY FOOD POLICIES?**

ARAMARK is the contracted provider for all catering on campus. Under limited special circumstances a waiver may be granted. The waiver is required from ARAMARK **prior** to the purchase from another vendor. For waiver approval, please contact:

### **David Ledbetter**

Food Services Director, ARAMARK  
864.656.1603, dledbet@clemson.edu

A student group wishing to bring in snacks for a meeting may do so provided the total expense / value is less than \$100 for the food items. Papa John's is to be used exclusively for pizza purchases. All other requests for food provided by anyone other than ARAMARK, even if the food is donated, must receive a waiver from ARAMARK.

ARAMARK strives to offer excellent and affordable options to students/student groups for catering and can be reached at 656-7851. This policy helps reduce University liability. Additionally, ARAMARK makes significant financial contributions to Clemson University and charitable contributions directly to students.

You may also utilize ARAMARK for linen service. Campus Life can assist with menu selection, delivery, etc, or you may opt to go directly to ARAMARK to arrange for your needs. Either way, Campus Life needs to be informed of your plans for catering.

## **WHAT ARE THE CAMPUS LIFE ALCOHOL POLICIES FOR EVENTS?**

Any group wishing to consume, provide or sell alcohol at any of the venues managed by Campus life must complete an alcohol registration form and meet with the Director of Major Events. There is significant time required to receive proper licenses and route the request through all the proper channels. **Expect no less than 6 weeks.** The approval for such events will be on a case by case basis and will involve the signatures of the Vice President of Student Affairs and the Chief of Police. Approval will be based on several criterions including the security and staffing of the event as well as the purpose and expected attendance for the event. ARAMARK must be used to serve any alcohol that is sold anywhere on campus.

## **WHAT ARE EVENT SECURITY POLICIES?**

For events that extend after building hours, events that are open to the public, events that charge admission, or events that will draw more than 200 students, CUPD may be required to provide dedicated officers. Campus Life reserves the right to review each event and to determine, along with CUPD the appropriate security plan. There may be occasions where a small event might require dedicated security. The costs for any security will be assumed by the event organizer(s). If your group does not agree with the security plan that is recommended, you will have the option to meet with Campus Life prior to the event to discuss additional options.

## **HOW DO I BOOK A PERFORMER? ACTIVITY?**

If you are dealing with a national artist represented by an agency, you must work with the Campus Life staff to assist you with contract negotiations and routing. We can often help you get the best prices and ensure that university risk management procedures are followed. If you are dealing with local artists, we can help you with "boilerplate contracts" to be sure you and the artist are in agreement. Remember, all purchases over \$2,500 must follow university rules on procurement.

In order for a vendor to be paid, they must be registered in BUY-WAYS. Your advisor can assist you with this or you can get help from the Student Affairs Business Office. Julie Garcia works with student organizations to help them be sure they are following purchasing policies.

## **CAN I SIGN A CONTRACT?**

No! Please do not put yourself in a legal "quagmire" by signing any contracts. All official / binding contracts need to be routed through the SA business office. Contracts need to be reviewed by the office of risk management and the official signature is the VP of Student Affairs. Your advisor should assist you with this. You can sign campus venue and "internal" agreements. For additional assistance contact Lisa Powers at lspower@clemson.edu.

## **CAN I SELL MERCAHNDISE?**

Yes, but you have to let us know what you are going to be selling and you must complete a sales and solicitation form. You will need a cash / money collection plan and you must provide receipts to the purchasers for the purchases made. You will be responsible to collect, report and pay sales tax as required by Clemson University. For some events, a percentage or booth fee may be required.

## **DO STUDENT ORGANIZATIONS PAY SALES TAX?**

*Item(S) Not For Resale:*

Sales tax is to be paid to the vendor at the time of purchase.

### *Item(S) For Resale:*

When using Student Activity Fee allocated funds or state funds, sales tax is not paid on the initial purchase of the item(s). The Student Affairs Business Office should be contacted and they will assist in providing the correct documentation to the vendor. When item(s) are sold, sales tax is then paid on the GROSS sales of the item(s). Sales tax is paid on comps based on the initial purchase price of the item.

An inventory sheet is required for audit purposes. The inventory sheet should include: the number of item(s) for sale, the price of each item, the number of comps (item(s) for purchased for resale that are given away), the number sold, etc. The number of unsold item(s) should be left in your inventory. A copy of the inventory sheet should remain with the unsold item(s). You do not pay taxes on the unsold item(s) until you sell or comp them.

**NOTE:** Please be sure that all sales tax information is submitted to April Pitts in the Student Affairs Business Office by the **5th calendar day of each month**. If the deadline is not met, the University runs the risk of being fined. Should you have any questions regarding sales tax, please do not hesitate to contact April Pitts at [apitts@clemson.edu](mailto:apitts@clemson.edu) or Lisa Powers at [lspower@clemson.edu](mailto:lspower@clemson.edu).

### **CAN I SELL 'CLEMSON' T-SHIRTS?**

Yes, but read below:

### **CAN I USE THE OFFICIAL TIGER PAW ON MY PROMOTIONS / MERCHANDISE?**

Not without permission unless the paw is already a part of your official and approved logo. Very strict design standards are in place for any group wishing to use the Tiger Paw. Permission must be granted from **Tim Match 656-2911**. A sample of the design should be sent to Tim via email [Mtimoth@clemson.edu](mailto:Mtimoth@clemson.edu) along with a brief description of your org and the purpose of the event / merchandise or promotion. Any material printed with the design must be printed by a vendor who is licensed to print the Tiger Paw. Tim Match will provide a current list upon request.

T-shirts that are athletic themed and connected to Homecoming or First Friday events, also must receive approval from Central Spirit. Laura McMaster 656-4851 [LMCMAS@clemson.edu](mailto:LMCMAS@clemson.edu).

### **WHAT DO I NEED TO CONSIDER WHEN ASSESSING THE RISK OF MY EVENT:**

During the planning process, list potential risks associated with your event and the action steps your organization will take to mitigate them.

**Physical Risks** – can include things such as injuries, food poisoning, travel, crowd management, security, weather....

**Reputation** – what is the chance this event will result in negative publicity for your organization or Clemson?

**Emotional** – what things may cause a participant to feel alienated?

**Financial** – what could happen that would impact the financial stability of the organizations involved?

**Facility** – what are the risks to property or equipment?

### **WHERE CAN I GET HELP BUDGETING?**

Campus Life AND / OR Gantt Center for Student Involvement can help you work through what your event will cost to produce. Consider these broad budget categories when planning your event:

Expenses:

Marketing:

- Press Kits
- Print material (posters, flyers, banners, large format,
- Advertising (radio, TV,
- Viral Advertising / Web / Face book Ads
- Ad Material / Cost of Design

Signage / Directional

Logistics:

- Tech Needs (Audio Visual, Stage, Sound, Lighting, Portable Sound, Microphones)
- Tents
- Tables, Chairs, Linens
- Props / Décor / Floral / Plants
- Power / Electrician / Cables / Cord hops
- Communication – phone lines / radios
- Trash containers and collection / recycling
- Barricades
- Pipe and Drape

Entertainment / Activities

- Guarantees / deposits / backend percentages

## Flat Fees

Insurance (will your event require any additional / supplemental or specialty insurance?)

Taxes and Licenses (sales tax / admission tax)

Travel / Mileage / Hotels / Air or Ground Transportation / Runners / Buses or Shuttles

Food / Catering for VIPS, Guests / Crews / Hospitality Items / Water Stations

Staffing Costs - (consider the crews you may need)

Ticketing

Guest Services

Volunteer Services

Technicians / Stage Hands

Valet / Parking attendants

Security

CUPD

Fire / EMS

Facility Costs

Rent / Conversion / Preparation costs / Rain location / House manager

Cleaning / Restroom Supplies or Portable Toilets

Volunteer Costs / Prizes / Uniforms / T-Shirts / Incentives

Merchandise Production Costs / Design / Sellers / Petty Cash and Money Handling Systems

Office Supplies / Overhead

## **HOW DO YOU GET A VISITOR PARKING PASS FOR PERFORMERS?**

This service can be arranged by Campus Life as part of your event planning meeting or you can make the arrangements yourself. All guests and performers must have a visitor parking pass in order to park on campus and prevent the risk of getting a ticket or getting towed. To obtain a visitor parking pass, you must go to the Parking Services located at the University Union, G-01. Make sure you bring a copy of the performer's contract to the Parking Services office. If multiple passes are needed for multiple performers, bring a copy of each contract to eliminate confusion and multiple trips. Parking Services will provide a map of where a visitor can and cannot park on campus with a visitor pass. Please emphasize with your visitor areas that can result in a ticket or being towed.

Parking Services

Phone: (864) 656-2270

Fax: (864) 656-0788

## **HOW CAN I SELL TICKETS TO A STUDENT ORGANIZATION EVENT?**

We offer the option to sell tickets to students only at the HUB at Hendrix Student Center or to put your event on-line via Ticketmaster, so that it will be marketed off campus. You can have a student price as well as a public price. Any student group charging admission to any event must note that on your reservation request so we can consult with you about the options and your money collection methods

## **HOW CAN AN ORGANIZATION GET A TIGER READER FOR AN EVENT?**

Tiger 1 Card Services can setup a reader for the purpose of a temporary usage at a fundraiser or event. Student groups or departments requesting a reader can do so at:

[www.clemson.edu/studentaffairs/tiger1/departmentsmerchants/requestReader.php](http://www.clemson.edu/studentaffairs/tiger1/departmentsmerchants/requestReader.php)

Readers are first come first serve. We only have a limited number of readers and locations that this service is available.

There is no charge for student groups for official university fund-raisers. Departments will be charged \$75.00 administrative fee per event and a \$45.00 per day per reader for usage.

## **HOW CAN YOU GET PROFESSIONAL PHOTOGRAPHY DONE FOR YOUR EVENT?**

You may book this through Campus Life, we have several contacts that provide excellent service for a fee or you may use your own photographer. If yours is an event that will make for great shots that we can use for university publications, we may opt to provide a photographer at no cost, however, we can't guarantee we will be available. Please contact the Director of Student Affairs Publications to request this type of photography. She may be contacted at [lemayd@clemson.edu](mailto:lemayd@clemson.edu). There is also a student photography club that you may want to contact to see if they are interested in covering your event. [Cody92@comcast.net](mailto:Cody92@comcast.net). The TIGER may also be interested. Be sure to send them a press release and request that they attend your event if you want it to be covered in the student newspaper.

### **WHAT RESOURCES ARE AVAILABLE TO CREATE AND PRINT PR MATERIAL?**

Located on the 3rd floor of Fike Recreation Center, there is a student run, professionally directed campus banner and design shop. This organization can design anything from t-shirts, to flyers to large format creations to help you promote your event. They are familiar with all the university rules and regulations related to trademarks and use of the tiger paw etc. **Discount pricing is available** for campus departments, employees, students and student organizations. They are a very valuable resource and an affordable solution. Call 656-6908 or email [cubanners@clermson.edu](mailto:cubanners@clermson.edu). Visit <http://www.clemson.edu/campusbanners> for a full listing of available options.

### **WHERE CAN ORGANIZATIONS POST FLYERS AND HANG BANNERS?**

Refer to the Facilities Use Policy at [www.clemson.edu/studentaffairs/multimedia/pdf/FacUsePolicy.pdf](http://www.clemson.edu/studentaffairs/multimedia/pdf/FacUsePolicy.pdf) for general posting/publicity policies and locations. NOTE: These policies may be updated. Please refer to this document each time you want to post advertising materials.