
Subject: Major Entertainment Sponsorship

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1. Purpose

This policy directs that the Department of Student Centers and Activities (SCA) be responsible for determining the conditions under which major entertainment may be sponsored at Virginia Tech. This policy does not apply to events held at the Moss Arts Center or in affiliated Moss Arts Center spaces.

1.1 Background

In April 1977, the Commission on Student Affairs (CSA) granted the Virginia Tech Union the exclusive privilege to sponsor all major entertainment on the Virginia Tech Campus. The CSA updated and revised this privilege regularly. At the time the policy was developed, the VTU was the student organization considered to be the most trained, staffed, funded, and advised to provide major entertainment programming. In subsequent years, other organizations have developed programming skills that are necessary for sponsoring major entertainment.

The Director of SCA, or designee, shall review major entertainment program proposals to assure that the following conditions are met before a student organization or other group sponsors a program.

1. The university community should benefit from programs that take place in university facilities or on the campus.
2. SCA review of major entertainment sponsorship requests will assure that the student organization has the expertise and capability of sponsoring major entertainment events.
3. SCA review of major entertainment sponsorship requests will require a careful projection of the financial requirements involved in the proposed program. The sponsor will be required to demonstrate that it has the means to back its financial commitments. Factors such as the cost of contract, required insurance policy, overhead expenses, and projected ticket sales will be reviewed with the sponsoring organization by a programming staff member in SCA. In addition, the sponsor will be asked to research the performer’s record of attendance at other universities similar to Virginia Tech, as well as the ticket prices for those performances.

2. Policy

Major Entertainment is defined as any event for which there are contracted performers AND which takes place in major venues as defined in Policy 5000. Such events include but are not limited to concerts, speakers, lectures, theatrical performances and comedians. If entertainment-based programs are advertised off campus and are open to the general public, the program may be considered a major entertainment event. Anticipated audience size, target audience, complexity of the contract, security and safety, magnitude and promotion of the event, the contract price and history of the artist are factors considered in defining major entertainment. Major Entertainment may not be for personal proprietary gain by any student, student organization, or employee of the university.

Criteria that SCA will use in evaluating each major entertainment program will include but not be limited to the following: budget proposal, marketing plan, scheduling conflicts, safety concerns, artist references, artist contracts and riders, ticket sales plan, personnel concerns, etc. Student Activities may require additional criteria that were not previously stated, to establish the organizations ability to successfully plan and implement the proposed major entertainment event.

Priority in the advanced reservations process will be determined by SCA in consultation with other relevant offices in order to avoid scheduling conflicts of major events. Registered Student Organizations will be permitted only two active major entertainment reservations at any point in a given semester.

Due to the nature and complexity of major entertainment events, it is recommended that major entertainment sponsors (registered student organizations) submit requests no less than 60 days prior to the event. It is **required** that such organizations meet with a representative from SCA (225 Squires) a **minimum of 45 days prior** to the event. All major entertainment proposals must be finalized and submitted to the assigned SCA representative no less than 35 days prior to the event so as to meet the required consultation deadline with the appropriate Event Planner in the SCA Event Planning Office a minimum of 30 days prior to the event.

A *Security Request Form* must be submitted to the SCA Event Planning Office for all major entertainment campus events at least 30 days prior to the event. Security requirements will be determined in conjunction with Policy 5000 and will be supplied by or contracted in collaboration with the Virginia Tech Police Department regardless of contracted artist's personal security. The sponsoring organization will be responsible for all fees associated with hiring the required security. For more information, please see the *Event Security Guidelines and Information* available in the SCA Event Planning Office

3. References

1. Policy 5000, University Facilities Usage and Event Approval
2. Minutes of the Commission on Student Affairs, April 18, 1991.

4. Approval and Revisions

Passed by the Commission on Student Affairs, January 19, 1989.

Approved May 1, 1989, by the Vice President for Student Affairs and Chairman of the Commission on Student Affairs, Dr. Thomas G. Goodale.

Reviewed August 27, 1990, by the Office of the Vice President for Student Affairs. No changes at this time.

- Revision 1

Passed the Commission on Student Affairs, April 18, 1991.

Approved August 27, 1991, by the Vice President for Student Affairs and Chairman of the Commission on Student Affairs, Dr. Thomas G. Goodale.

- Revision 2

Changed name from "Director of University Unions, Student Activities and Recreation" to "Director of University Unions and Student Activities."

Approved February 26, 1999, by Vice President for Student Affairs, Landrum L. Cross.

- Revision 3

Section 2. Position title updated.

Section 3. Minor update to procedures.

Approved April 19, 2002 by Vice President for Student Affairs, Landrum L. Cross

- Revision 4

Policy revised to provide structure to support organizations in relation to advisement, resources, and consultation are they are planning events. Revisions set up a consultation system between Event Services and the Student Activities Office that assists student organizations in understanding legal issues, costs, budgeting, marketing plans, etc.

Approved December 8, 2003 by Vice President for Student Affairs, Landrum L. Cross

- Revision 5

Section 1. Office names and titles updated.

Section 2. Removed listing of venues and added statement of "major venues as defined by SCA." Updated office names and title changes; rewrote to mimic current procedure as outlined in the "Major Entertainment Sponsorship Guidelines."

Approved February 11, 2015 by Vice President for Student Affairs, Patricia A. Perillo