



## Major Entertainment Sponsorship by a Registered Student Organization

### No. 8215

**Policy Effective Date:**  
1/19/1989

**Last Revision Date:**  
1/25/2018

**Policy Owner:**  
Frances Keene

**Policy Author:** (*Contact Person*)  
James Bridgeforth

**Affected Parties:**  
Undergraduate  
Graduate

- 1.0 Purpose
- 2.0 Policy
- 3.0 Procedures
- 4.0 Definitions
- 5.0 References
- 6.0 Approval and Revisions

### 1.0 Purpose

This policy directs that the Department of Student Engagement and Campus Life (SECL) be responsible for determining the conditions under which major entertainment may be sponsored at Virginia Tech by a registered student organization. This policy does not apply to events held at the Moss Arts Center, in affiliated Moss Arts Center spaces or at the Inn at Virginia Tech.

### 2.0 Policy

Major Entertainment is defined by Policy 5000, University Facilities Usage and Event Approval (<http://www.policies.vt.edu/5000.pdf>). Such events include but are not limited to concerts, speakers, lectures, theatrical performances and comedians. 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.

SECL has guidelines associated with successful event execution to organizations sponsoring major entertainment programs. These guidelines may include but not be limited to the following: understanding of costs associated with hosting a major event at Virginia Tech, campus marketing policies, scheduling conflicts, campus safety and security requirements, Student Legal Service contract review service, and ticket office contacts, etc.

Priority in the advanced reservations process will be determined by SECL in consultation with other relevant offices in order to avoid scheduling conflicts of major events.

### 3.0 Procedures

It is required that organizations wishing to have a major entertainment event meet with a representative from the SECL Event Planning Office a minimum of 75 business days prior to the event. All major entertainment event submissions must be finalized along with a security request form as needed and submitted to the assigned SECL Event Planning representative no less than 45 business days prior to the event.

Security requirements will be determined in conjunction with Policy 5000, University Facilities Usage and Event Approval (<http://www.policies.vt.edu/5000.pdf>) 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.

### 4.0 Definitions



## 5.0 References

Policy 5000, University Facilities Usage and Event Approval  
<http://www.policies.vt.edu/5000.pdf>

Minutes of the Commission on Student Affairs, April 18, 1991.

## 6.0 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



## Virginia Polytechnic Institute and State University

- Revision 6
  - Title changed from “Major Entertainment Sponsorship” to be more specific.
  - “Student Centers and Activities changed to “Student Engagement and Campus Life.”
  - Deleted Background section due to irrelevance.
  - Clarified procedural process to represent best practices and procedural timelines.

Approved January 25, 2018 by Vice President for Student Affairs, Patricia A. Perillo