



Fall | 2014

**IOWA STATE UNIVERSITY**  
**College of Agriculture and Life Sciences**

# Student Event Guide

## For CALS Students

Are you planning an event for your student organization? Coordinating an event requires time and preparation. In order to help you successfully and accurately represent your organization, the College of Agriculture and Life Sciences and Iowa State University invites you to check out the following guidelines.

# I. Getting Started

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## 1. Goal Setting

- a. Confirm event plans with adviser and notify your respective college and department.
- b. Identify desired outcomes and purpose of event. Examples:
  - Does the event have an educational component?
  - Is the event a recruitment activity?
- c. Consider partnering with other [ISU student organizations](#) that share similar goals.
- d. Identify the audience. Who will participate at the event?
  - If applicable, establish a registration or RSVP system.
  - If youth are involved, read the [complete guidelines](#).

## 2. Event Planning

- a. Set the date.
- b. Identify the basics of your event. Consider the following:
  - Estimated number of participants
  - The amount of space needed at event site
  - The amount of food and beverages required
  - Need for transportation, lodging, and parking
  - Develop a budget
- c. Complete the event authorization process. (See section II)
- d. Is there a need for financial support or sponsorship? (See section III)
- e. Want to spread the word about your event? (See section IV)
- f. Remember to confirm all contracts and services **prior** to event.

## 3. Leadership

- a. Establish a planning committee and designate executive leaders.
- b. Establish sub-committees and assign clear responsibilities.
- c. Include adviser or faculty liaison in communication and planning.

## 4. Professionalism

- a. Honor written and oral contracts and have a mutual understanding with event participants and sponsors.
- b. Offer or accept only appropriate incentives, goods, and services in business transactions.
- c. Accept responsibility for actions and acknowledge any misconduct.
- d. Respond in a timely manner to all forms of communication.

## 5. Standards of Conduct

- a. Adhere to [Student Rights and Responsibilities](#).

## II. Event Preparation

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### 1. Event Authorization

- a. Is your event open to the public, include participants from outside your organization, or participants from outside ISU?
  - All public events must be approved by Iowa State University.
- b. To host public events you must request authorization and follow the [Event Authorization Procedural Steps](#).

*Timeline:* You will be asked to fill out an [Online Event Authorization Form](#).

- Form must be submitted **at least ten class days prior** to event.
- Large special events must be submitted **2 months in advance**.

Student Activities Center - Event Authorization

1560 Memorial Union

515-294-8081

[eventauthorization@iastate.edu](mailto:eventauthorization@iastate.edu)

- c. Is your event open **only** to your organization's members?
  - Events open to members only do not require authorization.

### 2. Reserving Space on Campus

- a. To reserve a classroom or auditorium on campus, fill out a [Room Reservation Request](#) or call 515-294-1437.
- b. To reserve a room in the Memorial Union, visit the Event Management Office in 3630 Memorial Union or [submit a request online](#).

*Timeline:* Memorial Union only reserves rooms **one semester in advance**.

- c. To reserve Central Campus or other green space, fill out the [Online Event Authorization Form](#).
- d. To reserve the **entire** Harl Commons, contact Trina Zimmer.

*Timeline:* Must request reservation **at least two weeks prior to event**.

Trina Zimmer, Administrative Assistant

138 Curtiss

[trina@iastate.edu](mailto:trina@iastate.edu)

515-294-2518

- e. To reserve **only** the Mente Conference Room, (located in the Harl Commons), fill out a reservation request at [cals.iastate.edu/b7reserve](http://cals.iastate.edu/b7reserve).
- f. To reserve space at the Hansen Agriculture Student Learning Center, call 515-294-4950 or email [haslc@iastate.edu](mailto:haslc@iastate.edu).
  - [Hansen Agriculture Student Learning Center rates and availability](#)
- g. To reserve the Iowa Farm Bureau Pavilion, contact Mary Lents at 515-294-3161 or [mlents@iastate.edu](mailto:mlents@iastate.edu).
  - [Iowa Farm Bureau Pavilion availability](#)

### 3. Food and Beverages at Events

- a. Will your event be catered?
  - Food must be catered by [ISU Catering](#) or an [ISU Approved Caterer](#).
  - No training is required for student members if event is catered.
- b. Will your organization's members serve food?
  - Student organizations obtain approval for sales of food-related items through the [Event Authorization](#) system.
  - **Each member** who will prepare or serve food **must complete SafeFood 101 training and quiz**.
  - Keep records of your course completion and obtain your SafeFood 101 card as proof that you are eligible to serve food.
- c. Serving Alcohol
  - Alcohol requires additional approval through [Event Authorization](#).

- Note: Student organizations should also receive approval from the respective college and department prior to event.
- ISU has the authority to determine the time, place, and condition where alcoholic beverages are consumed on university property.
- d. Review the complete [Food](#) and [Alcohol](#) policies prior to event.

### 4. Campus Services

- a. Does your event require the use of small vehicles on campus?
  - For small vehicle training and insurance requirements contact:

Susie Johnson, [Risk Management Office](#)  
3618 Administrative Services Building  
[susie@iastate.edu](mailto:susie@iastate.edu)  
515-294-8612

- b. Personal grills are not allowed on campus. Industrial grills are allowed.
- c. Food events should plan for at least two 55-gallon trash receptacles for every 50 attendees.

Note: Space receptacles at outer limits and deposit trash in a nearby dumpster.

- e. ISU has a contract with two tent suppliers and installers.
  - For grill, trash receptacle, electric, and tent arrangements contact:

Sue Mallas, [Facilities Planning and Management](#)  
General Services, Room 154  
[smallas@iastate.edu](mailto:smallas@iastate.edu)  
515-294-0692

- f. Would you like to hire an event planner?
  - Visit [Conference Planning and Management](#) for fee-based services.

### 5. Special Events

- a. [Animals, Fireworks, or Gambling](#)
- b. [Sales and Solicitation](#)
- c. [Youth Programs and Activities](#)

# III. Sponsorship

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## 1. Identify Need for Sponsorship

- a. Estimate the dollar amount needed to cover expenses.
- b. Establish a preliminary budget.

## 2. Building a Budget

Event Expenses:

- Facility rental
- Food and beverage costs
- Transportation and lodging
- Promotional items and web development
- Technical support and audio or visual needs
- General supplies (mailing, cleaning, etc.)

Event Revenue:

- Registration fees
- Merchandise sales
- Tickets or raffles

## 3. Sponsorship Plan

- a. Identify sponsors who would benefit from supporting your event.
- b. Determine the benefits offered in return for sponsorship. Examples:
  - Company exposure, featured company logo
  - Ads in program or show materials
  - Booth space at tradeshow
- c. Create levels of sponsorship based on budgetary needs.
- d. Determine how your organization will collect and handle funds.

## 4. Contacting Sponsors

- a. Before initiating contact, consult with your club adviser.
- b. Create a list of potential sponsors with the appropriate contact info.
- c. Determine the student members who will reach out to sponsors.
  - Consider business relationships members may have.
- d. For additional assistance, contact the CALS Development Office.

*Timeline:* To use CALS Development as a resource, please make contact **as soon as the event date, goals, and basics are determined.**

Molly Harman, Development Coordinator  
310 Curitss Hall  
[mharman@iastate.edu](mailto:mharman@iastate.edu)  
515-294-7677

## 5. Writing a Sponsorship Letter

- a. Introduce student organization.
- b. Explain event and purpose of event.
- c. Request sponsorship.
- d. Inform sponsor of event timeline or deadline.
- e. Quote options (levels or ranges) of sponsorship.
- f. Thank the potential sponsor.

***All sponsors should be recognized and communication and agreements should be clear.***

# IV. Publicity

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## 1. CALS Communications Service

- a. Need help publicizing your event?

*Timeline:* Contact Barb McBreen **at least three weeks** prior to event.

Barb McBreen, Communications Specialist

304 Curtiss

515-294-0707

[barbmc@iastate.edu](mailto:barbmc@iastate.edu)

- b. Arrange a meeting and be able to provide basic information including who, what, when, and where.
- c. Be prepared to provide photos, if applicable.

*Note:* *Publicity for event will be determined at meeting.*

Services Offered:

- Advance news release
- Digital display boards in Curtiss Hall
- Follow-up news release
- Official CALS Facebook and Twitter

## 2. Other Media Methods to Consider

- a. Fact sheet
- b. Flier or poster
  - For assistance with distribution, visit the [Flyer Distribution Service](#) page.
- c. Schedule of events
- d. Event website or social media
- e. Post on the university calendar
  - Submit events to [calendar@iastate.edu](mailto:calendar@iastate.edu)
- f. For more ideas, visit the [Marketing and Publicity Resources](#) page.

## 3. Printing Services

- a. Recognized student organizations **are required** to use ISU Printing and Copy Services.
  - To inquire about a print job contact:

Christy Hand, Customer Service

Printing Services, Main Plant

515-294-3604

[clhand@iastate.edu](mailto:clhand@iastate.edu)

*Note:* If ISU Printing and Copy Services **cannot fulfill a print request**, student organizations may contact other printing businesses.

## 4. Proper Use of Trademarks

- a. **Before** creating a promotional item (t-shirts, mugs, pens, etc.), read the complete guidelines at [www.trademark.iastate.edu/orgs](http://www.trademark.iastate.edu/orgs).

# Student Event Resource Summary

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1. Student Organization Advisers  
Advisers are important resources and should be consulted with before planning event.
  
2. Office of Risk Management  
3618 Administrative Services Building  
515-294-7711  
[orm@iastate.edu](mailto:orm@iastate.edu)
  
3. Student Activities Center - Event Authorization  
1560 Memorial Union  
515-294-8081  
[eventauthorization@iastate.edu](mailto:eventauthorization@iastate.edu)
  
4. Campus Services, Facilities Planning and Management  
154 General Services  
515-290-4006  
[llawson@iastate.edu](mailto:llawson@iastate.edu)
  
5. Campus Organizations Accounting Office  
1580J Memorial Union  
515-294-1633  
[coa@iastate.edu](mailto:coa@iastate.edu)
  
6. Purchasing Department  
3616 Administrative Services Building  
515-294-4860  
[purchasing@iastate.edu](mailto:purchasing@iastate.edu)
  
7. Trademark Licensing Office  
1350 Beardshear Hall  
515-294-4402  
[trademark@iastate.edu](mailto:trademark@iastate.edu)
  
8. Conference Planning and Management  
1601 Golden Aspen Drive, Suit 110  
Ames, IA  
515 294-1775  
[kiefferj@iastate.edu](mailto:kiefferj@iastate.edu)
  
9. CALS Development  
Molly Harman, Development Coordinator  
310 Curtiss Hall  
515-294-7677  
[mharman@iastate.edu](mailto:mharman@iastate.edu)
  
10. CALS Communications Service  
Barb McBreen, Communications Specialist  
304 Curtiss Hall  
515-294-0707  
[barbmc@iastat.edu](mailto:barbmc@iastat.edu)