

Definitions of Event Sponsorship

A. College-Sponsored Events:

These are activities directly related to the life of the campus community beyond the classroom– i.e. athletics, recreation, student organization activities, faculty and staff development, etc. Programs may be scheduled or sponsored by College departments, administrative offices, and student organizations. Activities that fall in this category are exempt from event-related fees except for any catering, staff overtime, or special equipment set-up related costs. These costs would be billed to the sponsoring department, Administrative office, or student organization. College-sponsored events include the following categories:

1. Official College Events– events that are scheduled or sponsored by administrative offices and departments that are planned primarily for members of the Mount Holyoke community and/or the benefit of Mount Holyoke College. It is recognized that members of the community, faculty, students, staff, guests and alumnae may attend these programs. Examples of such events are: Commencement, Convocation, Family and Friends Weekend, college advancement out-reach programs, etc.
2. Student Events– events offered by the Office of Student Programs, officially registered student organizations, planned by and primarily for members of the Mount Holyoke community. It is recognized that members of the community, guests and alumnae may attend these programs. Examples of such events are student organization meetings, workshops, conferences, shows, concerts, movies, and other social activities.

B. College-Related Events:

These are academic/educational/administrative conferences and/or workshops arranged by student organizations, administrative offices, or College departments that charge a registration fee. These programs or events must be developed and managed by a College sponsor and cannot be affiliated with any outside organization/association. Activities that fall in this category could be assessed a nominal event-related fee if the activity is designed to generate revenue for the planning or sponsoring group. The standard fees for any catering, staff overtime or special equipment/set-up related costs will be applicable. These costs would be billed to the sponsoring department, office, or student organization.

NOTE: Understanding that a **College-Related Event** is charging a “registration fee” to cover some basic costs, the rationale for assessing a nominal fee is to cover “real” expenses in the use of facilities since such events are not considered basic or expected functions of the supporting departments.

C. College Co-Sponsored Events:

These are academic programs, conferences and/or meetings involving two or more entities– a College department, administrative office, or student organization and an outside organization, such as a professional association in which the College holds membership or maintains a relationship that directly benefits the College community. In general, **College Co-Sponsored Events** will involve a contractual arrangement with the College and all costs are billed to the outside organization. Activities that fall in this category will be assessed a facility use and event-related fee at a reduced rate. The standard fees for any catering, staff overtime, or special equipment/set-up costs will apply.

The following criteria must be met in order for the event to be considered **co-sponsored**:

1. Support from an appropriate division representative indicating that the activity/event supports and does not compromise the educational mission of the College.
2. The outside organization should not have a revenue generating interest in the co-sponsorship. Its primary mission must be educational, civic or cultural.
3. In order to minimize liability risks, the College will require the outside organization to issue the College a Certificate of Insurance as outlined in the terms of the contract. The Office of Risk Management may grant exemptions to this requirement.

D. Non-College/External Events:

These programs and activities are organized by any business, organization, or community group not included in the organizational structure of the College, or individuals who may or may not be affiliated with the College, who are using the facilities for personal reasons. Organizers of activities that fall in this category are responsible for full event-related fees including facility rental, staff overtime, catering, etc. In general, Non-College/External Events will require a contractual arrangement with the College.

In order to minimize liability risks, the College will require the external organization or individual to issue the College a Certificate of Insurance as outlined in the terms of the contract.

Still photography and filming/videotaping— recognizing that, in general, Mount Holyoke College campus is open to the public and buildings and grounds serve as a backdrop, amateur still photography, filming, and videotaping will not be prohibited unless the recording affects College operations or policies.

Under these guidelines, commercial filming/videotaping, including commercial wedding photography, would be considered a Non-College/External Event. The College holds the right to review the nature and scope of any commercial photography, filming or videotaping and determine if the activity meets College standards. Such reviews fall under the purview of the College's Office of Communications.