

## Chapter 4: Office Services, Advertising, & Promotions

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### A. Department of Recreational Sports Office Services

The Sport Clubs Office has been established as a center for Sport Clubs information and resources. A list of Sport Clubs officers and their contact information is kept in the Sport Clubs Office to assist anyone wishing to contact a club. Clubs needing to utilize the resources available in the Sport Clubs Office should call 979.862.1996 or stop by room 250 in the Student Recreation Center.

As members of the Sport Clubs Association, you have access to privileges not afforded to other student organizations, including:

#### Sport Clubs Mailboxes

Mailboxes for each club are provided in the Sport Clubs Office (250 SRC) in the [Student Recreation Center](#). Letters, campus mail, phone messages, checks, and notices from the Sport Clubs staff will be placed in your box. Mailboxes should be checked on a regular basis (at least once a week).

*It is REQUIRED clubs use the departmental address for all mailings. Club related purchases MUST be mailed to the address below. Club mail should be addressed in the following manner:*

**Club name (Required)**  
**Attn: Keith Joseph or Jessica Konetski (Required)**  
**Department of Recreational Sports (Preferred)**  
**Texas A&M University (Required)**  
**4250 TAMU (Required)**  
**College Station, TX 77843-4250 (Required)**

promotion and administration of the club can be run on departmental copy machines. The copier is on a pass-code system. For club use, please use: **2555**. If sending a fax, please receive approval in advance. You can fax items through the copy machine, be sure to use the log book and a cover sheet. **Fax and Copy machines should only be used during office hours: 8am-5pm, Monday-Friday. To fax - dial '9', then the area code and number.** Please see a Sport Clubs staff member to make arrangements to use the office during evening hours.

**Passwords will be reset EVERY 45 days.** If clubs reset them, please inform staff of the change.

Five computers are available for use by Sport Clubs members in the Sport Clubs Office. These computers can be utilized to access club e-mail accounts, update club web pages, and create and print items related to club business. In addition, these computers have access to files that have been saved from year to year for club use and originals of all forms that are presented in this guidebook.

**Please be courteous and remember to LOGOFF of the computers when finished.**

## Web Pages, and Social Media

Each club has the ability to set up a page through Maroonlink.

If you have a club website, please inform the sport clubs office of the address, and it is recommended it contain at the minimum

- **Contact information**
- **Rec Sports logo**
- **Schedule/Results**
- **Club purpose**

**It is recommended to include the Rec Sports website URL and/or social media sites on all marketing pieces.**

Club websites that have pornographic or sexually oriented material or direct links to such items will not be allowed nor tolerated. There will also be no links or references regarding illegal drugs, alcohol, tobacco products, or any other items deemed objectionable by the Department of Recreational Sports or Texas A&M University. Violations will result in disciplinary action by the Sports Clubs staff.

Information found on each club's **web pages and social media sites** should be positive in nature, containing no derogatory language about any person, other sport clubs, other Texas A&M University departments, other universities, or other language deemed objectionable by the Department of Recreational Sports or Texas A&M University. In addition, web pages and Social Media sites may not promote commercial products, companies, or sponsors of your club without prior approval by the Sport Clubs staff.

**It is STRONGLY RECOMMENDED the Rec Sports logo be on all club websites and print material.**

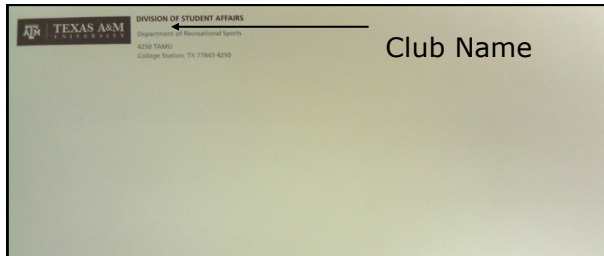


- When using the Rec Sports logo, always use the current Rec Sports logo on club Marketing materials, both in print and electronic. Please check with the Sport Club staff to ensure you are using the correct logo.
- Only use the logo files provided; do not modify them
- Do not stretch (you can resize, but make sure it is done proportionally)
- Do not apply different colors to any part of the logo
- Do not put the logo on top of a photo or a colored background unless all parts of the logo are clearly visible and “pop”

## Mailing Services

Clubs may use the Department of Recreational Sports stationary on a limited basis. If your club wishes to send out fundraising letters, tournament announcements and entry forms, tournament results, etc. with the Department of Recreational Sports mail, three rules must be followed.

1. All items must be mailed in Division of Student Affairs envelopes, and should be labeled with the club name in the return address



2. All items must be TYPED or neatly handwritten
3. Clubs should monitor their mailing list. In most cases, mailings of 150 or less can be sent at no additional cost to the club. However, if the club chooses to send out generic mailings in excess of 150 units, you will be charged for each piece based upon the established postage rate.
4. Items should be sealed and submitted to the Sport Clubs office to mail.

**A Sport Clubs staff member must approve all club mail-outs that go through the Department of Recreational Sports or any mail-out that uses the name of Texas A&M University as a reference.**

*The procedure for mail-outs is outlined below*

1. The name of the club should be hand written or typed above the department's address (see above)
2. Completed envelopes must be mailed from the Department of Recreational Sports. The mailbox is located in room 202 of the Student Recreation Center
3. If mailing out a large quantity of letters, please provide your own mailing labels
4. Seal envelopes

*Cost Saving Suggestions for Mail-outs*

1. Reduce the number of mail-outs. If the tournament is primarily local, do not send mailings to individuals with out-of-state addresses. Due to cost, international mailings should be done at the post office and paid for by the club.
2. When letters are returned, please cross those names off your mailing list
3. Rather than do mail-outs, bring flyers to tournaments prior to your event
4. For colleges, universities, and military bases, use the addresses listed in the NIRSA [Directory](#) or [NIRSA website \(nirsa.org\)](#)

## B. Sport Clubs Awards

***The Department of Recreational Sports and the Sport Clubs Executive Committee provide the following awards to show our appreciation for the hard work and dedication the Sport Clubs leaders display throughout the year. Names of clubs and leaders will be placed on plaques located in the Sport Clubs room.***

### Sport Club of the Year

This award is given to the sport club that exhibits the highest degree of organization throughout the year. Criteria for selection includes:

- Attendance and participation in Sport Clubs Association & Monthly Liaison meetings
- Demonstrated commitment to the promotion of the club through willingness to be involved in and/or participate in group projects that positively represent the club
- Responsible management of club funds
- Must be in the top 50% of the Sport Clubs Cup
- Ability to follow university and departmental procedures (e.g. facility reservations, reimbursement requests, purchasing)
- Demonstrated organizational skills through the delegation of club responsibilities among members
- Student leadership (rather than advisor and/or coach involvement)
- Demonstration of strong leadership and cohesion that results in member retention

**Announcement of Sport Club of the Year will be made at the Sport Clubs end of the year event in May.**

### Sport Clubs Cup

- Points system competition between all clubs.
- Participation is voluntary
- Points are earned by doing various activities throughout the year.
- Staff will send updates and notify clubs of the activities that will earn points.
- Activities include, but not limited to:
  - Community service (Can Drive - November)
  - Social media updates/postings
  - Attendance at meetings & other club activities/events
  - Monthly partner days at local establishments
  - Other requirements for Sport Clubs

**Previous winners:** *2013-14-Fencing, 2014-15-Fencing, 2015-16-Cheer Squad, 2016-17-Fencing, 2017-18-Water Ski, 2018-19 - Men's Volleyball*

### Outstanding Sport Clubs Leaders

The Sport Clubs staff will select club leaders that exemplify the best in student leadership. These award winners will be announced during the Sport Clubs end of the year event. Some of the criteria used to select the leadership awards include:

- Willingness to share appropriate club information with the Sport Clubs staff
- Submit required reports and paperwork in a timely manner
- Initiates projects that will promote the club within the University and local community
- Is a positive force in directing the activities of the club
- Readily accepts responsibilities and completes tasks
- Reflects a positive example of a student and an athlete

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## **Leadership Team of the Year**

This award will go to the collective group of officers who demonstrate a commitment to their own organization and successfully administer their club within the proper policies and procedures set forth by the Sport Clubs area. The Sport Clubs staff will determine the winner based on a year long evaluation through conversations, communication, and actions by the officer group.

### **Previous Winners**

2018-19 - Crew

## C. Advertising & Promotions

**ALL FLYERS OR PROMOTIONAL MATERIALS (Print or electronic) should BE APPROVED BY THE SPORT CLUBS OFFICE. Clubs should keep copies of their advertising and promotions on file, including artwork.**

The Department of Recreational Sports helps to coordinate the efforts of all 37 Sport Clubs and to promote the Sport Clubs Program in general. Rec Sports offers a variety of items for individuals who are interested in obtaining information regarding the Sport Clubs Program and is not presented in this guidebook, and the Department of Recreational Sports [website](#). Some promotional services available for Sport Clubs include:

### Flyers

The Department of Recreational Sports can assist clubs with the development of club flyers and advertisements. It is the club's responsibility to copy and distribute them.

### Bulk Email

If your club would like to send a message to the campus community through email, you may do so by going to [bulkmail.tamu.edu](http://bulkmail.tamu.edu). There are guidelines and info on this site on how to get your message out. All messages must be approved by the sport clubs staff. Examples of use - promoting tryouts, games/events, or special events.

### Promotional Print Materials in the Student Recreation Center

The promotional print material stand across from the Member Services Desk in the [Student Rec Center](#) has an area designated for Sport Club promotions. You are welcome to place printed materials in that area as long as the prints conform to the following specifications. You may only place print materials that advertise either:

- A club event (tournament, meet, competition, etc.)
- Membership in your club (i.e. tryouts, how to join, contact info, etc)

*It is suggested that promotional print material contain the following elements*

- Name of the club
- Social Media sites
- Club website URL
- Rec Sports logo
- A contact name and contact information of who can be reached for further inquiries
- Must be computer generated and use artwork promoting a positive image for the club and the Department of Recreational Sports

**To help keep your Rec Center looking great, please do not post anything on walls, windows, doors, railings, etc.**

### Rec TV

Clubs are permitted to submit advertisements for special events or fundraisers to be shown on Rec TV. In order to submit an advertisement, you must complete the following

- Create the advertisement according to the Digital Signage Instructions
- It must contain club contact information, Rec Sports logo, and club website (if any)
- Submit to the Sport Clubs Office two weeks prior to the start date.

Advertisements can appear for 7 consecutive days per month at no cost. Any advertisement after 7 days will cost \$25 per week. If longer than 7 days, clubs must meet with the Communications Coordinator for additional paperwork. The Sport Clubs Office will advertise regular club schedules throughout the year on the sandwich board in the Rec Lobby and highlight events each week for Rec TV.

### Resource Tables

Clubs will have an opportunity to promote their club or events by reserving a resource table in the Rec Center. Clubs can utilize 1 free week per year of having this advertisement table in the lobby of the Rec Center. Complete a marketing resource table request form on the Rec Sports website at least 1 weeks in before the start date.

## D. Concessions Guidelines

Concessions are defined as any public sales or solicitation on the Texas A&M University **campus**, including main campus, Hensel Park, Student Apartments, Research Park, and the Riverside Campus. In order to sell merchandise at Texas A&M University, Sport Clubs must obtain a concessions permit from the Department of Student Activities. A concessions permit is **not** required if the club is selling the following items to club members only:

- T-shirts, apparel, jewelry, or other items, which bear the name or insignia identifying the sport club sold to members only
- Soft drinks and other party refreshments sold to members only, not the University at large, and so long as the concessions will be distributed in a manner as to not conflict with local, state, or federal laws
- Admission tickets to events for members only

**Sport Clubs must obtain a concessions permit from the Department of Student Activities for any sales that do not fall in the categories listed above.**

**To be eligible for conducting concessions, clubs must abide by the following guidelines.**

- **The club must be recognized through the Department of Student Activities**
- **The club must have an up-to-date signature card on file**
- **Organizations may not exceed five days of concessions in a calendar month**
- **The organization's advisor, president and/or treasurer must have completed the Student Organization Finance Center Training Workshop in the current academic year**
- **Must submit a concessions permit for each outside vendors selling at your event**

***A Partnership Agreement form MUST be submitted to the Sport Clubs office for each outside vendor a club has. The club MUST receive a TANGIBLE benefit from each vendor.***

For specific questions regarding the Concessions Guidelines, please contact the Department of Student Activities at 979.845.1133.

## E. Collegiate Licensing

A Collegiate Licensing policy has been developed regarding the use of the Texas A&M University name and its logos. Sport Clubs are allowed to utilize the trademarks upon approval of the Office of Collegiate Licensing. Organizations seeking to use the trademarks on apparel items are required to utilize a licensed screen printer and receive approval of the Office of Collegiate Licensing. In addition, company logos cannot be printed on the same side as the A&M trademarks or name on uniforms, apparel, or other items. Please refer to the following guidelines in the [Texas A&M University Brand Guide](http://brandguide.tamu.edu) (brandguide.tamu.edu) when considering the use of licensed marks.

1. The University's marks must present a positive image
2. The University's name and/or marks are not to be used in a way that could state or imply an endorsement in the name of a business or logo, or in advertising services
3. The University Seal is restricted from use on items which could be construed as University documents or publications such as: checks, certificates, rubber stamps, and anything which could appear to be a University document, publication, or advertisement. The University Seal may not be defaced, altered, overprinted, or dismantled in any manner
4. Uses of the University's marks associated with alcohol, tobacco, condoms, gambling products, or items which could be used to maim, kill or that could present a high liability exposure will not be licensed. Examples are knives, guns, cigarette lighters, or incorporation of the University's marks with merchandise (i.e. "Aggie Lite," "Boozin," etc.).
5. All licensees must use "TM" on products with the University marks on them. The "TM" should be placed under the mark, to the right, and should be smaller, in order to not take away from the appearance of the mark of the University.



6. The "A&M" and Texas A&M University must always be presented without spaces between the three characters. Example: "A & M" is incorrect
7. **ALL designs of printed materials AND APPAREL must be submitted to the Sport Clubs Office prior to printing**
8. All designs and modifications of previously approved designs must be submitted to the Collegiate Licensing Office for review and approval before they can be produced or sold
9. Uses of the University's marks associated with certain other mark(s) and/or works will not be licensed. Examples are profanity, ethnic/gender/religious slurs, same words and/or phrases with double meanings, homonyms, synonyms, near homonyms, near synonyms, and poor taste. Art that tends to be "degrading," or "simply ugly" will not be licensed.
10. **Clubs MAY Not utilize the athletic department outline of the state of texas with aTm inside logo, the university seal or the athletic department logo-ATM inside the outline of the Texas on ANY materials.**

**It is recommended clubs receive approval from the Sport Clubs staff prior to entering into any contractual agreements.**

Sport Clubs are permitted to include the Texas A&M University name and logos on brochures announcing club tournaments, games, or competitions. The following guidelines apply in these situations

1. Alcohol & tobacco products cannot appear on any T-shirt, jacket, etc. that will be sold and has the name Texas A&M
2. When other types of advertising appear on the same side of an item, Texas A&M must be 2/3 larger than any other print
3. Texas A&M will not appear on the same side with any advertising or company logos. This includes names of businesses that deal in alcoholic & tobacco products (e.g. Messina Hof).
4. Resale items that contain the Texas A&M name and/or logos must be approved in advance by the Office of Collegiate Licensing (local T-shirt companies will do this for you). Please allow extra time to have this done since you may be required to redo your artwork.

## F. Contracts

All contractual arrangements made for competition or any other purpose must be made in the name of the Sport Club and not in the name of the Department of Recreational Sports or Texas A&M University. Any agreement entered into by the club is not binding upon the Department or the University. No club may enter into an agreement with a guarantee of funding from the University. **Any contractual agreement shall not last more than a year.**

## G. Partnerships

Partnerships can be great relationships with business and community members. They can assist clubs with financial assistance in return for promoting a business. Partnerships can involve either a monetary contribution or in-kind contribution that includes donation of materials, equipment, or products. ALL partnerships should be discussed before agreement is final. **Partners can NOT conflict with the university or department's existing partners.** Some restrictions may apply, consult the Sport Clubs staff prior to any agreements. **Any establishment that has 51% or more of their profits from alcohol sales WILL NOT BE PERMITTED.**

**A Partnership Agreement Form should be completed between the club and potential partner. This should be submitted to the Sport Clubs Office for review PRIOR to signing.**

**Any partnership agreement shall not last more than a year.**

**Sample templates are available on the Sport Clubs website—under the Forms section.**

### **Current Sport Clubs Partners:**

It is **HIGHLY** recommended to **NOT** utilize conflicting businesses.

