

<b>Subject:</b>	Campus Event Classification		
<b>Division:</b>	Administration	<b>Department:</b>	Conference & Event Services
<b>Date Effective:</b>	09/2019	<b>Supersedes:</b>	All prior related policies.
<b>Pages:</b>	Four (4)	<b>Previous Issued:</b>	08/2017

## I. Statement of Policy

Although University events receive venue priority, the University recognizes that mutual benefit is received when partnering with external or community organizations to offer programs or events on campus that further the goals and mission of the University. These events are either hosted, co-sponsored, or external (non-University related) events. While designations reflect the value of the relationship between the University and the community organization, it is the nature and scope of the University’s involvement in the event and the Office of Conference & Event Services that determines how it is classified. Classifications are not confirmed until a signed contract or event confirmation is received from the Conference & Event Services office. The criteria for designations of events, excluding summer conference programs, are described below.

## II. Definitions and Guidelines

### A. University Events:

1. A department or division of the University determines the curriculum and content of the event, as well as plans and organizes the logistics.
2. University Events are identified and promoted as a University program.
3. The purpose of University Events is not to generate revenue for any external organization.
4. Events coordinated and managed jointly between an external group and a University entity are not considered University Events.
5. University representatives are not permitted to negotiate the use of University facilities or services with external organizations, except in coordination with the Office of Conference & Event Services.
6. Criteria and responsibilities of University Events:
  - a. The University entity must be a college, department, or recognized University organization.
  - b. A representative from the University entity must attend the event for all its duration.
  - c. A representative from the University entity must act as the contact with the Office of Conference & Event Services for the program for all arrangements.

- d. Registration for the event must be on a University supported website when applicable.
- e. The event must be directly related to the assigned responsibilities of the University entity.
- f. The University entity must provide a budget number to cover University incurred costs.

7. Obligations of the representative from the University entity include:

- a. Request venues through the Office of Conference & Event Services using the 25Live scheduling software.
- b. Pay for rental fees or services not provided by the University, when applicable.
- c. Pay any parking, audio-visual, security, and overtime labor fees, when applicable.
- d. Pay catering charges, when applicable.

8. Benefits:

- a. Facility and University equipment fees are waived.
- b. No insurance is required.
- c. No contract is required.

B. Hosted Events:

- 1. Hosted Events are not classified as University Events.
- 2. Event programming is designed in collaboration with an external organization and an LMU entity.
- 3. Attendance to the Hosted Event is by invitation.
- 4. Marketing for the Hosted Event clearly lists LMU as hosting the event.
- 5. Representatives of the hosting LMU entity must actively participate in the event.
- 6. The hosting LMU entity is responsible for ensuring that the event is done in compliance with all University policies.
- 7. The hosting LMU entity accepts responsibility for unpaid fees, hard costs to the University, and/or damages to University property.
- 8. Obligations:
  - a. The LMU entity completes the event classification request application. Events should not be announced or advertised until all documentation has been processed and approved.
  - b. Signed event contract with the department, college, or school.
  - c. LMU entity will manage the event by coordinating the event details with the Office of Conference & Event Services.
  - d. Pay for rental fees or services not provided by the University, when applicable.
  - e. Pay any parking, audio-visual, security, and overtime labor fees, when applicable.
  - f. Pay catering charges, when applicable.

9. Benefits:

- a. LMU indicates hosting of the event by subsidizing 50% of the rental fee (foregone revenue).

- b. The remaining 50% of the rental fee is fully underwritten by LMU at the discretion of the Dean of the college/school or senior leadership hosting the event. Catering/food service, labor fees, and external rentals may be shared with the external organization.
- c. Each Dean receives an Academic Conference Underwriting budget managed by the Office of Conference & Event Services. The amount will be determined by the Provost and may be used toward underwriting the rental fee.
- d. Use of Academic Conference Underwriting funds will require the written approval of the Dean to the Director of Conference & Event Services. Conference & Event Services will track use of the funds and provide a report to the Provost at the end of each fiscal year.
- e. No insurance is required.

C. Co-sponsored Events:

- 1. Co-sponsored Events are not University Events.
- 2. The co-sponsored requestor must be a representative of a college, school, department, or organization recognized by the University (defined as LMU entity).
- 3. The external organization is primarily responsible for determining the agenda, content, costs, and logistical arrangements for the event.
- 4. Co-sponsored Events are academic programs, conferences, retreats, and/or meetings involving two entities: a University entity and an external organization in which the University holds membership or maintains a relationship that directly benefits the University community.
- 5. A co-sponsored event must not interfere with, or divert space or other resources, from the scheduled programs and activities of the University.
- 6. Criteria and responsibilities of co-sponsorship:
  - a. The event must support and benefit the educational, social, and/or mission and vision of the University.
  - b. The purpose of the event is directly related to the activities of the University entity.
  - c. The appropriate University officer with the authority to commit the University's financial resources has authorized the event.
  - d. The University entity must directly participate in the event and approve all literature promoting the event. All event literature must display "Co-Sponsored by Loyola Marymount University", University logo, and the name of the co-sponsoring University entity.
  - e. A representative from the University entity will be present in the facilities being used and accountable for the duration of the activity and its related use.
- 7. Obligations of the co-sponsored University entity and external organization:
  - a. Complete event classification request application. Events should not be announced or advertised

until all co-sponsorship documentation has been processed and approved.

- b. The University entity is responsible for any damages incurred and any charges that remain uncollected after ninety (90) days.
  - c. Signed event contract with the external organization.
  - d. Provide event liability insurance.
  - e. Pay reduced facility rental fees.
  - f. Pay for rental fees or services not provided by the University, when applicable.
  - g. Pay any parking, audio-visual, security, and overtime labor fees, when applicable.
  - h. Pay catering charges, when applicable.
  - i. If there is a charge to attend, the charge should be an attempt to cover the cost of the event only.
8. Benefits of being a co-sponsored event include:
- a. Facility rental fees reduced by fifty percent (50%).
  - b. A representative from the Office of Conference & Event Services will be assigned to work directly with the external organization for planning University logistics.

#### D. External Events

1. External Events are defined as any outside group not sponsored by a University department or organization that wishes to gain access to LMU's campus venues for the purpose of planning their meeting, conference, or social activities.
2. Obligations of External Events include:
  - a. Request venue information through the Office of Conference & Event Services online form.
  - b. Signed event contract.
  - c. Provide event liability insurance.
  - d. Payment of full rental fees.
  - e. Pay for rental fees or services not provided by the University, when applicable.
  - f. Pay any parking, audio-visual, security, and overtime labor fees, when applicable.
  - g. Pay catering charges, when applicable.