EVENT PLANNER'S GUIDE

HOWDYWEEK.TAMU.EDU

979.845.5826

howdyweek@tamu.edu

START PLANNING

New Student &
Family Programs
STUDENT LIFE

#howdyweek

Howdy! Week EVENTS APPROVAL PROCESS

GENERAL INFORMATION

- All events must be sponsored by a registered student organization and/or university department/office
- All events must occur on-campus
- Student Organizations must be in good standing with the Department of Student Activities.
- The Howdy Week Committee reserves the right to approve or deny any event

Select each step for more information

STEPS TO YOUR EVENT

1 Reserve Your Event Space

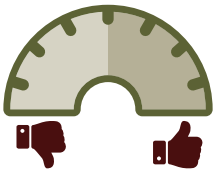
2 Review Howdy Week General Event Guidelines

3 Submit Your Howdy Week Event Form

4 The Event Approval Process

5 Marketing Your Event

6 During Your Event



7 Complete Event Coordinator Assessment

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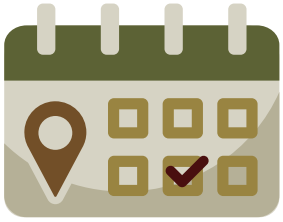
1 Reserve Your Event Space



- All departments, offices, and student organizations are responsible for the event space reservation and any additional forms that may be required to confirm your space with the respective party.
- All general event proposals must include their event reservation confirmation with the event proposal. Event proposals without confirmation of a space will not be reviewed. Few exceptions will be accepted, to request an exception email **howdyweek@tamu.edu**.

NOTE: No general events will be allowed to overlap by more than 30-minutes with any of the featured events. The **Howdy Week Featured Event schedule** will be finalized prior to general event proposals opening so be sure to check the Howdy Week Featured Event schedule prior to selecting a date/time/location for your event.

ON-CAMPUS

Departments, offices, and student organizations should contact the respective party responsible for event reservations. This point of contact will also be the main point of contact if there are any issues during your event.

OFF- CAMPUS

The purpose of Howdy Week is to welcome students to Texas A&M and to assist students with getting acquainted with a wide array of activities, organizations, and important information to jump start their time in Aggieland. As such, all Howdy Week events are required to take place on-campus at Texas A&M.

Few exceptions will be accepted, to request an exception email **howdyweek@tamu.edu**.

Select department for more information

IMPORTANT CONTACTS

University Center & Special Events	responsible for Memorial Student Center, Rudder Theatre Complex, Rudder Tower, Koldus, All Faiths Chapel, Outdoor Spaces, etc.
Corps of Cadets	responsible for Simpson Drill Field
Rec Sports	responsible for Student Recreational Center, Penberthy Sports Complex, and the Physical Education Building
Academic Colleges	If you are wanting to reserve a space within an academic college, most colleges have their own processes and a main point of contact for reservation of space. You can find the academic college contact via the **Building Proctor List**.

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2 Review Howdy Week General Event Guidelines

Howdy Week General Events are events that take place during Howdy Week around Featured Events. To be approved for the Howdy Week Schedule, event hosts must be sponsored by a university office, department, or student organization and submit a confirmation of space reservation with the event proposal. **All Howdy Week events must occur at the Texas A&M University – College Station Campus (or online) and be free to attend.**

- Exemptions to the above may be made by the Howdy Week Committee and/or New Student & Family Programs on a case-by-case basis. Exemptions should be requested by emailing New Student & Family Programs at **howdyweek@tamu.edu**.
- Under no circumstance may any Howdy Week event have alcohol sold, freely given out, or otherwise distributed.

Howdy Week General Events must fall into one or more of the categories as defined to the right.

THIRD PARTY VENDOR PROCESS

- Must be sponsored by a University Office, Department, or Sponsored-Level Student Organization as defined by the Department of Student Activities.
- Must find sponsors on their own. Additional questions can be directed towards the **Department of Student Activities** and/or the **University Center & Special Events** team.
- Third-Party Vendors and off-campus entities are not permitted to use the Howdy Week Logos on any marketing materials, websites, social media, etc.

SPECIAL CONSIDERATIONS - EVENTS WITH FOOD

- Refer to the **TAMU Environment Health & Safety website** for a step-by-step guide for events with food.
- If you are preparing and serving meat products, dairy products, or fruits and veggies, you must submit a **Food Distribution Form** to the TAMU Office of Environment Health and Safety.
- Concessions Permit – **TAMU Rule 21.99.09.M1**. The concessions permitting process governs all public on-campus sales, transitions, and solicitation of donations. If you are hosting an event in which anything is sold (i.e. bake sale, publicly selling t-shirts, conducting a blood drive, or collecting used clothing for a non-profit) you will need a Concessions Permit.

A full list of additional event forms and their processes can be found under **Guidelines & Forms on the University Center website**.

HOWDY WEEK EVENT CATEGORIES

Academic Success

Events that support a participant's growth and understanding of how to be academically successful at Texas A&M

Community & Belonging

Events that foster a sense of community among participants through content or programming

Engagement & Involvement

Events that expose students to varied levels of engagement and involvement at Texas A&M

Health, Wellness, & Safety

Events that connect students to resources related to their safety and wellbeing, or are educational opportunities centered around health and wellbeing

Leadership & Skill Development

Events that provide information or resources to support student's growth as leaders at Texas A&M and beyond

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3 Submit Your Howdy Week Event Form

STUDENT ORGANIZATIONS

Any recognized student organization may host a Howdy Week General Event. Event proposals must be submitted by an officer of the student organization through the **Event Proposal Form** on the Howdy Week website.

- All student organizations must follow all **Student Organization Event processes** as defined by Student Activities.
- At minimum, all student organization must be "Recognized" or "Renewing Recognition" to submit and be an approved Howdy Week Event host. If at any point the student organization is no longer a "Recognized" or "Renewing Recognition" organization, the Howdy Week Committee reserves the right to remove their event from the schedule.
- All student organizations must have their event reviewed and approved by their university advisor (**Student Rule 42.4**).
- Student Organizations are encouraged to refer to the **Common Events Guide** and contact the **Student Organization Development Administration office** with any questions regarding hosting events as a Student Organization.

UNIVERSITY OFFICES & DEPARTMENTS

Any department and/or office may host a Howdy Week General Event. Event proposals must be submitted by an office/department representative through the **Event Proposal Form** on the Howdy Week website.

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4 The Event Approval Process

Once you have reserved the space for your event and submitted the Howdy Week General Event Proposal form, you will receive a confirmation email that your event has been received by the Howdy Week Committee. Please refer to the **Howdy Week Event Proposal** webpage for a timeline of when you will receive information on your event's status in the approval process in order for it to be a part of the Howdy Week Schedule.

IF YOUR EVENT IS APPROVED:

You will receive an email that includes your event details and description. Any changes to the information in this email must be submitted to the Howdy Week Committee by the **Final Event Details Deadline**.

IF YOUR EVENT IS CONDITIONALLY APPROVED:

You will receive an email that includes your event details, description, and necessary changes to be considered a part of the Howdy Week schedule. All changes must be submitted by the Final Event Details Deadline. Upon acceptance of your changes, you will receive an additional event approval email.

IF YOUR EVENT IS DENIED:

You can still host an event. However, it will not be published in the Howdy Week schedule. You may not use the Howdy Week name, logo, or branding in your marketing efforts. All decisions are final regarding the Howdy Week program.

If at any time you need to cancel your event:

1. Contact **New Student & Family Programs**
2. Contact the respective party of your space reservation.
   Please note there may be fees related to physical space cancellation.

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5 Marketing Your Event

TEXAS A&M BRANDING

As you create flyers, digital signage, and/or promotional items for your Howdy Week event, please refer to the following:

Howdy Week Logo Guidelines

University Branding Guidelines

HOWDY WEEK LOGOS

Information regarding the Howdy Week Logo, including downloadable logo files, can be found at **howdyweek.tamu.edu/logos**. The password to this page will be provided to event hosts upon approval of your event being a part of the Howdy Week schedule. All approved event hosts are ***encouraged*** to use the Howdy Week logo as a part of marketing for their event. If you need a different file type, contact New Student & Family Programs at **howdyweek@tamu.edu**.

SOCIAL MEDIA

Tag New Student & Family Programs on social media as you promote your upcoming event. This will notify the office so that your posts can be re-shared.

@nsfptamu /NewAggie

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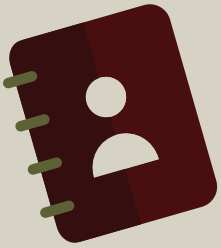
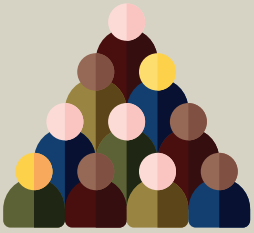


EMERGENCY CONTACT INFO

Make sure to have your building proctor's contact information on hand in case anything goes wrong related to the setup of your event or for the duration of your event. The building proctor would be the office/person that assisted you with the reservation of space.



NOTE EVENT ATTENDANCE

Be sure to get a general estimate of how many participants you had at your event, this will help prepare for future Howdy Week events. Additionally, the Howdy Week Committee will send out an assessment post-Howdy Week that will ask for a general estimate of your event attendance.

TAKE PHOTOS & TAG US

Take pictures at your event and tag New Student & Family Programs on social media.

@nsfptamu

/NewAggie

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7 Complete Event Coordinator Assessment

Within a week of Howdy Week, New Student & Family Programs will send out a request to complete a Howdy Week Event Coordinator Assessment. This assessment helps our team as we plan for future Howdy Week programming as well as make improvements to the process. All Howdy Week General Event hosts are highly encouraged to submit an assessment of your event. All Howdy Week Featured Event hosts are ***required*** to submit an assessment of your event.

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