GENERAL INFORMATION

• All events must be sponsored by a University office, department, or student organization as defined by Student Activities.
• All events must occur on the Texas A&M University-College Station campus.
• Space/Room Reservations must be completed before submitting your event proposal.
• 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.
• After approval, all events must be submitted to LiveWhale to be published to the schedule of events.

STEPS TO YOUR EVENT

1. Review Howdy Week Event Guidelines
2. Reserve Your Event Space
3. Submit Your Event Proposal
4. The Event Approval Process
5. Add Your Event to LiveWhale
6. Market Your Event
7. Host Your Event
8. Complete Event Coordinator Assessment
To be approved for the Howdy Week schedule, an event must meet the following criteria:

• Be sponsored by a University office, department, or recognized student organization as defined by Student Activities
• Have a confirmation of space reservation to submit with event proposal
• Be free to attend

Exemptions to the above may be made by the Howdy Week Committee and/or Student Life’s New Student and Family Programs on a case-by-case basis. Exemptions should be requested by emailing howdyweek@tamu.edu.

Under no circumstance may any Howdy Week event have alcohol sold, freely given out, or otherwise distributed.

THIRD PARTY VENDOR PROCESS

All external parties interested in hosting an event on the Texas A&M University campus must be sponsored by a University office, department, or recognized student organization as defined by Student Activities.

External parties are responsible for seeking their own event sponsor. Third parties are also responsible for adhering to all Texas A&M rules and procedures, and for obtaining all insurance or licenses necessary.

Third party vendors and off-campus entities are not permitted to use the Howdy Week logos on any marketing materials, websites, social media etc.

For more information about third party vendors, visit the Howdy Week website.

SPECIAL CONSIDERATIONS - EVENTS WITH FOOD

• Refer to the Texas A&M University Environmental 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 Texas A&M University Office of Environmental 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.
Reserve Your Event Space

- Event Coordinators are responsible for the reservation of event space and any additional forms that may be required to confirm your space with the respective party.
- All event proposals **must** include a space reservation confirmation. Event proposals without confirmation of a space will not be reviewed. Few exceptions will be made. To request an exception email howdyweek@tamu.edu.

No General Events will be allowed to overlap a Featured Event by more than 30-minutes. The **Howdy Week Featured Event schedule** will be finalized prior to General Event proposals opening so be sure to check it out prior to selecting a date/time/location for your event. To help ensure you select an acceptable event time, General Event Time Blocks have been created and can be viewed on the website.

**NOTE:** 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. The Howdy Week Committee will not be available to assist with day of emergencies.

**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. The Howdy Week Committee will not be available to assist with day of emergencies.

**OFF-CAMPUS**

The purpose of Howdy Week is to welcome students to Texas A&M and to help students become 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 the Texas A&M-College Station campus.

Few exceptions will be made. To request an exception email howdyweek@tamu.edu.

**IMPORTANT CONTACTS**

<table>
<thead>
<tr>
<th>University Center &amp; Special Events</th>
<th>Responsible for Memorial Student Center, Rudder Theatre Complex, Rudder Tower, Koldus, All Faiths Chapel, Outdoor Spaces, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corps of Cadets</td>
<td>Responsible for Simpson Drill Field.</td>
</tr>
<tr>
<td>Rec Sports</td>
<td>Responsible for Student Rec Center, Penberthy Rec Sports Complex, Southside Rec Center, Polo Road Rec Center and the Physical Education Building.</td>
</tr>
<tr>
<td>Academic Units</td>
<td>If you want to reserve a space within an academic unit, most have their own processes and a main point of contact for reservation of space.</td>
</tr>
</tbody>
</table>
Submit Your Event Proposal

STUDENT ORGANIZATIONS

Any recognized student organization may host a Howdy Week event. Event proposals must be submitted by an officer of the student organization through the Event Proposal Form on the Howdy Week website. The information provided will be verified through StuAct Online.

• All student organizations must follow all Student Organization Event processes as defined by Student Activities.

• At minimum, all student organizations 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 with any questions regarding hosting events as a Student Organization.

UNIVERSITY OFFICES & DEPARTMENTS

Any department and/or office may host a Howdy Week event. Event proposals must be submitted by an office/department representative through the Event Proposal Form on the Howdy Week website.
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 Proposals webpage for a timeline of when you will receive information on your event's status in the approval process.

**IF YOUR EVENT IS APPROVED:**

You will receive an email with your approval and submitted event details. The email will also include details on how to submit your event to the LiveWhale Calendar. (see next page).

**Student Orgs:** A link to submit your approved event will be included in our approval email.

**Units/Departments:** Please use your LiveWhale calendar to “suggest” your approved event to the Howdy Week schedule.

**NOTE:**

You are responsible for ensuring your space has the necessary equipment and capabilities for your event. You are also responsible for ensuring a back-up space in case of inclement weather.

**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 with next steps.

**IF YOUR EVENT IS DENIED:**

You can still host an event. However, it will not be published in the Howdy Week schedule and 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 and Family Programs** and include the event name, sponsoring group, and time of the event.
2. If you have a LiveWhale, contact New Student and Family Programs and delete your event from the LiveWhale calendar.
3. Contact the respective party you worked with to reserve your event space as soon as possible so they can release the hold on the space.

Please note there may be fees related to physical space cancellation.
Getting Your Event on the Schedule

The Howdy Week schedule of events lives on the LiveWhale calendar. You are responsible for making sure that your event is submitted to the calendar and that all event details accurately reflect what was submitted in your proposal. Student Life will not add your event to the calendar if you fail to do so.

The process for getting your event onto the schedule is different for organizations and departments that have a LiveWhale calendar and those who do not. Read the instructions below carefully.

**My department/organization has a LiveWhale calendar**

Create a new event on your LiveWhale calendar and suggest it to the “Howdy Week” calendar. New Student and Family Programs will review your suggestion and accept if your event has been approved. You must make your event Live on your calendar in order for it to show on the Howdy Week schedule.

**My department/organization does not have a LiveWhale calendar**

Should the Howdy Week Committee approve your event proposal, you will receive an email with further instructions and a link to submit your event to the Howdy Week LiveWhale calendar. As the Event Coordinator, you are responsible for ensuring all event details accurately reflect what was submitted in your approved proposal.

**Guidelines for submitting your event:**

1. Do not use abbreviations in the name of your event.
2. Spell out your event locations/buildings and link to AggieMap.
3. In the “tag” box on the form, include the tag “Howdy Week”.
4. New Student and Family Programs reserves the right to edit your event.
5. Questions about LiveWhale can be directed to corier@studentlife.tamu.edu.
Market Your Event

Your office, department, or recognized student organization is responsible for marketing your approved Howdy Week event. New Student and Family Programs is responsible for promoting Howdy Week as a whole. Tagging our accounts in your event promotion increases the chances of our channels sharing your posts leading up to, and throughout Howdy Week.

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

NOTE: University and Howdy Week logos should not be distorted or modified and elements should not be removed.

Howdy Week Logos

Information regarding the Howdy Week logo, including logo files, can be found at howdyweek.tamu.edu/logos. The password to this page will be provided to Event Coordinators if the Howdy Week Committee approves your proposal and after the event is suggested to the Howdy Week LiveWhale calendar. All approved events are encouraged to use the Howdy Week logo as part of their marketing efforts.

If you need a different file type, contact New Student and Family Programs at corier@studentlife.tame.edu.

Social Media

Tag us on social media as you promote your upcoming event. This will notify us so that your posts can be re-shared.

@nsfptamu /NewAggie
Host Your Event

Make sure to have your building proctor’s contact information on hand in case anything goes wrong during the set up or duration of your event. The building proctor would be the office/person that assisted you with the reservation of space. The Howdy Week Committee will not be available to assist with day of emergencies.

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, you will be asked to complete an assessment post-Howdy Week and will be asked for a general estimate of your event attendance.

Take pictures and videos at your event and tag us on social media. We’d love to see what you are doing!

Instagram: @nsfptamu
Facebook: /NewAggie
Complete Event Coordinator Assessment

Within a week of Howdy Week, New Student and Family Programs will send out a request to complete a Howdy Week Event Coordinator Assessment. This assessment helps the Howdy Week Committee plan for future programming as well as make improvements to the process. All Howdy Week General Event coordinators are highly encouraged to submit the assessment. All Howdy Week Featured Event hosts are required to submit the assessment.