

# Special Event Guidelines and Event Marketing Procedures

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All individuals or groups interested in hosting a meeting or event on the Bakersfield College campuses are expected to follow the guidelines and procedures outlined in this document.

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## I. Definitions of Group Types (Requestor)

In accordance with KCCD Administrative Procedures 3B1(a), Guidelines for Use of District/College Property/Facilities, the following classification of groups for fee assessment has been established. Facility uses for or in conjunction with requirements of classes, and approved by the appropriate supervisor, are not to be charged.

If an event is co-sponsored by a group not associated with the Kern Community College District, proof of insurance shall be required by such applicants providing the Kern Community College District with a Certificate of Insurance. This Certificate of Insurance will provide liability coverage with limits of not less than \$1,000,000. The certificate must list the Kern Community College District as additional insured and be accompanied by an endorsement.

**Group 1: College Program** - Authorized District/College staff, students and foundations that support the mission of the District will be offered the highest priority and granted use of District/College property without charge, except if any use requires excess costs. A charge for excess costs services may be made. A request from a District/College staff member or student organization may be charged when the use of the facility is for events or functions that are not part of a class or instructional program.

**Group 2: Rentals** - Applicants for authorized public agencies and nonprofit organizations organized for cultural, educational or recreational activities. Proof of nonprofit status may be required.

**Group 3: Commercial, For-profit organizations and purposes** - Commercial, for-profit entities and other applicants not covered by the law will be charged Group II rates (rental charge, and actual costs, plus excess costs.) Space availability for external groups is limited. College and District staff are also authorized to negotiate with these applicants' agreements that have Group II rates as a minimum and allow for a percentage of gross revenue.

## II. Definitions of Event Type (Categories)

According to KCCD Board Policy 3A10, all events scheduled at Bakersfield College by one of the Group Types outlined in Section I shall fall under one of the following four categories:

**College-Sponsored Events** - College-sponsored events are those events which are funded in whole or in part by the College or are associated with the College name by permission of the College President. College-sponsored events, including athletic events, shall be under the supervision of the College Presidents. Operational responsibilities may be delegated to appropriate officers of the respective Colleges.

**Extra-Curricular Activities** - Extra-curricular activities are those activities which enhance, but may not directly relate to the instructional program. Extra-curricular activities determined by the College President or designee to not be a part of the regular College program shall be self-supporting. If the event is sanctioned by a BC Department or by a faculty-led initiative or institute, the event must have the approval of the designated college administrator or Dean. Extra-curricular activities can also be partially funded by the college and partially funded by a third party or outside contributor. Funding may come in the form of complimentary space, assistance in marketing, in-kind donations, etc. in lieu of financial funding for the event.

**Co-Curricular Programs** - Co-curricular programs are those activities which occur outside of the classroom, but which support the instructional program. Each event shall adopt procedures

for allocating net proceeds to its co-curricular programs. If the event is hosted by a student organization, the student organization must be recognized by the Bakersfield College Student Government Association and must have the approval of the Office of Student Life. Co-curricular programs are those events which are partially funded by the college and partially funded by a third party or outside contributor. Funding may come in the form of complimentary space, assistance in marketing, in-kind donations, etc. in lieu of financial funding for the event. The income and expense allocations shall be incorporated into the respective College budgets to be approved and adopted by the Board of Trustees.

**External Non-Affiliated Events** - External non-affiliated events are those events which are hosted by a third-party External Agency and have no relation or connection with the institution and are not funded by the College. The External Agency is listed as the organizer, promoter, presenter, facilitator and point of contact for all inquiries and event information. External Agency may be charged additional fees for services provided by college resources to ensure event safety and success.

### III. Use of Terms

#### **Sponsored by Bakersfield College**

Term to be used for only College-sponsored events. College-sponsored events are those events which are funded in whole or in part by the College or are associated with the College name by permission of the College President. College-sponsored events, including athletic events, shall be under the supervision of the College Presidents.

#### **Co-Sponsored by Bakersfield College**

Term to be used for Extra-Curricular Activities and Co-Curricular Programs. Additional contingencies apply. See section V for branding and marketing guidelines for co-sponsored events.

#### **Hosted By**

Term to be used in conjunction with a “Co-Sponsored by Bakersfield College” event to identify the hosting StudOrg or entity whom is organizing the event.

*Example: [Event Title] Co-Sponsored by Bakersfield College. Hosted by [Entity].*

#### **Located At**

Term to be used for External Non-Affiliated Events to share the College’s location and address.

*Example: [Event Title] will be located at Bakersfield College’s Panorama Campus in the [building name].*

## IV. Branding and Marketing for Events by Type

### College-Sponsored Events

All College-Sponsored Events are fully supported by the promotional materials and collateral, and therefore must include the official Bakersfield College signature branding and follow proper BC guidelines set forth in the institutional Bakersfield College Branding Guide. Promotional materials and collateral will be the responsibility of the Bakersfield College Marketing and Public Relations Office.

College-Sponsored Events will be provided resources including but not limited to graphic design, web presence, online website calendar item, social media, press releases, photography, videography, and logistics.

**\*NOTE: THIS IS THE ONLY EVENT TYPE WITH PERMISSION TO USE THE OFFICIAL COLLEGE BRANDING, LOGO, AND SIGNATURE.**

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### College Co-Sponsored Events (Extra-Curricular Activities and Co-Curricular Programs)

Extra-Curricular Activities and Co-Curricular Programs will be branded as “Bakersfield College Co-Sponsored Events”

Promotional materials for all Co-Sponsored Events are to be funded and provided by the requesting entity. All collateral is to be branded with the co-sponsor event logo, must include the disclaimer text, and all marketing items must be approved by the Marketing and Public Relations Office in advance.

College Co-sponsored Events may be provided marketing resources including templated graphic design, online website calendar item, and Facebook event listing.

College Co-Sponsored Event materials must include (1) the alternate co-sponsor version of BC logo and (2) the disclaimer text on all promotional materials.

**\*NOTE: THIS IS THE ONLY EVENT TYPE WITH PERMISSION TO USE THE CO-SPONSOR BC EVENT LOGO.**



Mandatory disclaimer text: *Comments, views and opinions expressed during this event are those of the speaker or entity and do not necessarily represent Bakersfield College. To learn more about Bakersfield College and our institutional mission, vision, and core values, visit [www.bakersfieldcollege.edu/about](http://www.bakersfieldcollege.edu/about).*

## External Non-Affiliated Events –

All External Non-Affiliated Events promotional materials are to list the outside agency as the organizer, promoter, presenter, facilitator, and point of contact for all inquiries. No use of BC branding, logo, or colors schemes are permissible.

No BC resources will be provided to external agencies including any marketing or promotional needs. Proper terminology for language regarding the Bakersfield College campus is suggested to be: *[Event Title] will be located at Bakersfield College's Panorama Campus in the [building name]*. All marketing items must be approved by the Marketing and Public Relations Office in advance.

## V. Accessibility for Events

The Americans with Disabilities Act (ADA) was enacted to “provide a clear and comprehensive national mandate for the elimination of discrimination against individuals with disabilities.”

All events taking place at Bakersfield College must be made accessible to all participants. All provided materials, including advertisements, web pages, invitations, etc. must be ADA compliant. **It is the responsibility of the event planner to track and fulfill the requests received for accommodations during their event.**

Language to be included on RSVP and event details is suggested to be: *Accommodations are available with advanced notice, please contact [name, email and/or phone number]*.

## VI. Speech: Time, Place, and Manner

According to KCCD Board Policy 3B7, students, employees, and members of the public shall be free to exercise their rights of free expression, subject to the requirements of this policy.

The Colleges of the District are non-public forums, except for those areas that are designated public forums available for the exercise of expression by students, employees, and members of the public. The Chancellor or designee shall not prohibit the right of students to exercise free expression, including but not limited to the use of bulletin boards, the distribution of printed materials or petitions and the wearing of buttons, badges, or other insignia.

Speech shall be prohibited that is defamatory, obscene according to current legal standards, or which so incites others as to create a clear and present danger of the commission of unlawful acts on District property or the violation of District policies or procedures, or the substantial disruption of the orderly operation of the District.

No event shall prohibit the regulation of hate violence directed at students in a manner that denies their full participation in the educational process, so long as the regulation conforms to the requirements of the First Amendment to the United States Constitution, and of Section 2 of Article 1 of the California Constitution. Students may be disciplined for harassment, threats, or intimidation unless such speech is constitutionally protected, members of the public may be asked to leave the campus pursuant to current law.

## VII. Event Booking Process and Forms

### Step 1: Complete the appropriate paperwork including:

- Agenda of your event
- Approval of event by appropriate supervisor or Dean
- Designated and identified funding sources (FOAPAL or external source)
- Appropriate agreement and forms with proper signatures and approvals
  - Independent Contractor Agreement (ICA)
  - Volunteer Agreement form Certificate of Insurance that provides liability coverage with limits of not less than one million dollars (\$1,000,000). The certificate must list the Kern Community College District as additional insured, and must be accompanied by an endorsement.
  - Liability Wavier

### Step 2: Complete the Rental Events Request Form:

- Scan the needed paperwork: Required for the booking form to reserve space
- Available at [www.bakersfieldcollege.edu/rentals](http://www.bakersfieldcollege.edu/rentals)

### Step 3: Request additional event support as needed: These may not apply, but would include:

- Marketing: Once the event is officially booked and you've been provided a booking code, submit a marketing request. PLEASE NOTE: Marketing services require a 2-week lead time for project turnaround.
- Catering
- Parking
- Public Safety Officers
- Maintenance and Operations
- Audio/Visual

### Step 5: Report any changes:

Changes sometimes occur throughout the planning and preparation process. If anything changes, please contact the Bakersfield College Events Department if you require any change. Follow up with the Marketing and Public Relations Office or other departments as needed.