



## **Policy: Sales and Solicitation Activities-Intercollegiate Athletics**

**Issued: April, 2011**

### **I. Purpose**

The policy outlines procedures related to sales and solicitation activities of Intercollegiate Athletics. This policy applies to all university funded athletic teams and groups.

University funded athletic departments and employees are governed by the Radford University Sales and Solicitation Policy.

### **II. Definitions**

Monetary and/or sponsorship event: Event requests or collects funds; an individual or group pledges monetary support for using their name in the promotion of the event.

Non-monetary event: Event promotes, requests, distributes, or collects tangible items (e.g. food, clothing, printed materials, etc.).

Non-affiliated organization: Organizations with no direct link to the University and that have not been officially recognized by the University (e.g. American Heart Association, Salvation Army, shelters, Relay for Life, etc.).

Sales and solicitations: (1) selling or promoting products, goods, or services; (2) use of student, faculty, or staff listings for the purpose of solicitation; (3) seeking contributions or pledges; and (4) conducting membership drives for non-affiliated organizations.

### **III. Policy**

Subject to prior approval, intercollegiate athletics teams and groups are permitted to conduct occasional, non-continuous and specific sales and solicitation activities that benefit their university program and/or non-affiliated organizations. Regular, recurring activities are prohibited. The *Sales and Solicitation Activities Event Approval form* (attached) must be completed and submitted to the appropriate office(s) for **prior** approval. See chart below for required approvals.

#### **A.) Sales and Solicitations to Benefit Radford University and Affiliated Organizations:**

1. Sales and solicitation activities must be for the benefit of the campus organization as a whole. No individual officer or member of the campus organization can personally benefit from the event.

2. Decisions regarding approval/disapproval of a proposed event may take into consideration existing University Advancement solicitation priorities, other scheduled university activities and the burden the proposed event may place on university resources.
3. If sales and solicitation activities involve establishing, waiving or modifying a university fee, the Vice President for Finance and Administration must approve the fee structure **prior** to the event.

**B.) Sales and Solicitations to Benefit Non-Affiliated Organizations:**

1. Sales and solicitation activities must be for the benefit of the non-affiliated organization as a whole. No individual officer or member of the non-affiliated organization can personally benefit from the event.
2. Decisions regarding approval/disapproval of a proposed event may take into consideration existing University Advancement solicitation priorities, other scheduled university activities and the burden the proposed event may place on university resources.
3. No university funds may be used to purchase goods or support sales and solicitation activities for non-affiliated organizations.
4. If sales and solicitation activities for non-affiliated organizations involve establishing, waiving or modifying a university fee, the Vice President for Finance and Administration must approve the fee structure **prior** to the event.
5. Deposits from sales and solicitation activities for non-affiliated organizations cannot run through university accounts. Deposits must be made directly to the organization benefiting from the activity.

**APPROVALS**

<b>Event Type: Monetary and/or Sponsorship</b>	
<b>APPROVALS REQUIRED PRIOR TO EVENT</b>	
<b>Intercollegiate Athletics Teams and Groups</b>	<b>Phone Number</b>
Director, University Advancement for Athletics	831-5752
Director of Sales and Corporate Sponsorships	831-6390
Director of Intercollegiate Athletics	831-6194
Vice President for University Advancement	831-6008
President	831-5401

<b>Event Type: Non-monetary</b>	
<b>APPROVALS REQUIRED PRIOR TO EVENT</b>	
<b>Intercollegiate Athletics Teams and Groups</b>	<b>Phone Number</b>
Director, University Advancement for Athletics	831-5752
Director of Sales and Corporate Sponsorships	831-6390
Director of Intercollegiate Athletics	831-6194

Revisions to this policy were approved by the Radford University Cabinet on April 14, 2011.