

# REQUEST FOR SPECIAL DESIGNATION

The Seattle University entity requesting special program designation must have an appropriate authority approve this form, and must submit it to Event Sales **along with an explanation of the reasons why the event should receive a special designated program status**. Once this form is submitted, program designation will be determined first by ES. The Vice President of Finance & Business Affairs must provide final authorization or denials for "Designated SU" designation requests.

**All events on campus must meet Washington State requirements for use of tax-exempt property and must not jeopardize the institution's status as a 501(c)(3) tax-exempt organization. Questions regarding applicable state and federal laws should be directed to University Counsel.**

Fill out this form **entirely and electronically** (including thorough answers on the second page), and have the appropriate authority sign it with an **Adobe electronic signature**. DO NOT print this form to sign it. It must be filled out electronically and emailed to ES in order for it to be approved.

## REQUESTOR

\_\_\_\_\_ to be held on \_\_\_\_\_  
*Event/Program name* *Date(s) of event/program*

in the following facility/facilities \_\_\_\_\_  
*Building(s)/space(s) requested for program*

The Seattle University contact for this program is \_\_\_\_\_  
*Name* *Telephone*

The Campus Entity's GL code is: \_\_\_\_\_ **Select Special Designation to Request:**

**After the above fields are filled, please complete the form's second page, providing details as to why you feel the above program should receive special designation.**

\_\_\_\_\_  
*Signature of Area Vice President, Vice Provost, or Dean  
(designees only allowed for proposed  
Co-Sponsored Programs)*

## ES OFFICE USE ONLY

**Final authority is with the CFO/Vice President for Finance & Business Affairs.**

**Recommendation: Director, Event Sales**

\_\_\_\_\_  
*Signature/Date*

**Approval: Associate Vice President for Facilities & Campus Services**

\_\_\_\_\_  
*Signature/Date*

**Final approval for "DESIGNATED SEATTLE UNIVERSITY PROGRAM" designations:  
Authorization of CFO/Vice President of Finance & Business Affairs**

\_\_\_\_\_  
*Signature/Date*

## REQUEST FOR SPECIAL DESIGNATION – EXPLANATION

Below, please provide an explanation of why you believe this program should receive your requested Special Designation. **Please refer to pages 3-7 of this document when determining which designation** you are going to request. In your explanation provided below, please be sure to fully answer each question in the spaces provided.

1. In what ways does the program align with Seattle University's mission and/or strategic initiatives?
2. Will the external organization be charging fees for attendance? If so, to whom will the fees accrue?
3. How will Seattle University benefit from waiving or discounting fees for the program?
4. Which Seattle University population(s) will benefit from the program's requested designation?
5. Why should the costs for holding the event be borne by the university and not the organization?
6. Use this space for additional information to explain your request.

## SPECIALLY DESIGNATED PROGRAMS

Seattle University sometimes partners with external entities such as organizations and companies to offer events on campus that further the goals and mission of the university. Such events may receive one of the following special designations: “Designated Seattle University Program,” “Hosted Program,” or “Co-Sponsored Program.” A recognized Seattle University Entity must submit the Request for Special Designation form to Event Sales (“ES”) before final event confirmation. The term “Seattle University Entity” includes university departments, colleges, student clubs, etc. The nature and scope of Seattle University’s involvement in the creation and management of the program, as well as the program content and intended beneficiaries, will determine how the program is classified.

Below is a table to summarize the types of designations and information about each.

Event Organizer	Event Type	Summary/Description	Requirement for this Designation	Special Designation Process Required
A Seattle University entity	Internal Seattle University	Programs clearly created and managed by Seattle University	Programs are advertised as university events with university branding; any funds collected go into university accounts	No
A Seattle University entity possibly in conjunction with an external entity	Designated Seattle University	One of two types of programs: 1) A Seattle University entity taking a turn to host a rotating event for a non-official organization; or 2) A program with unclear or enough involvement of an external entity that an official clarification of its type is necessary for legal reasons	<p><b>For the first type:</b></p> <ul style="list-style-type: none"> <li>➤ Certification that the organization is not a legal entity; and</li> <li>➤ Assertion by the division’s leadership that it is appropriate for Seattle University to assume the costs of holding the event</li> </ul> <p><b>For the second type:</b></p> <ul style="list-style-type: none"> <li>➤ Proof that all funds are through university accounts;</li> <li>➤ Advertising must affirm it is a university program;</li> <li>➤ Event organizers must be university personnel;</li> <li>➤ Representative university personnel must attend the entire event;</li> <li>➤ The program must support the educational, social and/or athletic purposes of the university;</li> <li>➤ Any revenues generated accrue to Seattle University; and</li> <li>➤ A university GL number must be provided to cover any fees.</li> </ul>	Yes

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Event Organizer	Event Type	Summary/Description	Requirement for this Designation	Special Designation Process Required
An external entity with strong ties to Seattle University	Hosted	A program from an external entity that benefits Seattle University in significant ways (completely answers questions 1 – 5 in the form on Page 2 above).	<ul style="list-style-type: none"> <li>➤ Explanation must be provided on how Seattle University will benefit from waiving fees for the program (and which Seattle University population(s) will benefit), the reasons why the costs for holding the event should be borne by the university and not the organization, and the ways in which the program aligns with Seattle University’s mission and/or strategic initiatives; and</li> <li>➤ Free admission to the event must be offered to Seattle University students, faculty, and/or staff. Fees to cover the cost of producing the event may be allowed, and/or participants may be encouraged to provide voluntary contributions to support the hosted organization.</li> </ul>	Yes
An external entity with some tie to Seattle University	Co-sponsored	A program from an external entity that creates gains for Seattle University, but whose benefits are not considered significant enough to have Seattle University cover the expenses to hold it on campus (answers questions 1 – 4 in the form on Page 2 above).	<ul style="list-style-type: none"> <li>➤ Detailed explanation of the reasons Seattle University should co-sponsor the program, including the purpose of the program and the ways in which the program aligns with Seattle University’s mission and/or strategic initiatives; and</li> <li>➤ Admission to the event may be charged; however, offering free or reduced admission for Seattle University students, faculty, or staff is encouraged.</li> </ul>	Yes
An external entity	External	Programs clearly created and managed by external entities, no affiliation with Seattle University	Tax and other legal requirements must be met, but programs require only the standard handling of fees or services	No

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**DESIGNATED SEATTLE UNIVERSITY PROGRAMS**

Designated Seattle University programs may not necessarily be immediately identifiable as Seattle University events; because they do have some involvement with an external entity, the program’s relationship with Seattle University must be clarified. For an entity’s event to be named a Designated Seattle University program, the curriculum and content of the program must be determined by a Seattle University entity; this entity must also plan and organize its logistics. In addition, Designated Seattle University programs are identified, advertised, and promoted as Seattle University programs.

**Designated Seattle University programs** must meet these criteria:

- The entity that is primarily creating and running the program must be a recognized Seattle University entity, or must be part of a Colloquium/Coalition/Consortium as defined in Addendum B of the Facilities Reservation Policy, “Specially Designated Programs”;
- The event should be advertised as a Seattle University event;
- At least one representative from the Seattle University entity must attend the event for its duration;
- A representative from the Seattle University entity must act as the contact with CES for all program arrangements;
- The program must support the educational, social and/or athletic purposes of the university;
- Any revenues generated at or by the event must accrue to Seattle University; and
- The Seattle University entity must provide a university GL number to cover possible fees.

**This process must be followed for a program to be determined to be a “Designated Seattle University programs”:**

- The Seattle University entity that is responsible for the event must submit the Special Designation Request Form, which has a detailed written explanation of the reasons Designated Seattle University program status should be granted to the program. All form questions must be answered in full

- The appropriate Dean, Vice President, Vice Provost, or Associate Provost must sign the request form prior to the form being submitted for approval (designees may not sign for this status request);
- After the form is submitted to ES, a recommendation is made by the Director of Event Sales. The Associate Vice President of Facilities and Campus Services considers the request and if it is approved, it must also be authorized by the CFO/Vice President for Finance & Business Affairs.

The **benefits** of being a **Designated Seattle University program** include:

- Facilities and technical equipment fees are waived
- Seattle University’s insurance will cover the program
- No deposits are required
- No contract is required
- Has a higher priority in scheduling facilities than Hosted, Co-sponsored, or External groups

The **obligations** of being a **Designated Seattle University program** include, where applicable:

- Possible fees:
  - Charges for any equipment or services not provided by Seattle University
  - Labor for on-site technical support
  - Setup, strike, and/or on-site management fees and/or overtime charges as applicable
  - Campus service provider fees (e.g., parking, catering, reprographics)
  - Permit fees (e.g., Place of Assembly, street closure, alcohol)
  - Late fees

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## HOSTED PROGRAMS

Hosted programs are not Seattle University programs. Seattle University derives benefit from holding the program on campus or from affiliation with the organization associated with the program, and the organization—not Seattle University—is primarily responsible for determining the content, agenda, logistical arrangements, and costs for the event. In addition, the benefit of the event, or the benefit of the relationship to the entity putting on the event, is of such significance to Seattle University that it is appropriate for the university not to seek reimbursement for some of the regular costs that would be incurred by having the program on campus.

**A hosted program must meet these criteria:**

- Admission to the event must be free for Seattle University students, faculty, or staff. However, fees to cover the cost of producing the event may be allowed and/or attendees may be encouraged to provide voluntary contributions to support the hosted organization;
- Hosting the program should:
  - Benefit more than one area of the university;
  - Have a purpose that is solidly in alignment with the mission and/or strategic initiatives of the university; and/or
  - Support recruitment/retention.
- The form is submitted to ES and a recommendation is made by the Director of Event Sales to the Associate Vice President of Facilities and Campus Services, who will approve or deny the request.

The **benefits** of being a **Hosted program** include:

- Facility fees are waived and technical equipment/support fees are discounted
- No deposits are required for non-overnight programs
- Has a higher priority in scheduling facilities than External groups.

**This process must be followed for a program to be granted “Hosted” status:**

- A Seattle University entity must submit the Special Designation Request Form (the request cannot come from the program), **including a detailed written explanation of the reasons Seattle University should host the program. This explanation should include:**
  - Ways in which the program aligns with Seattle University’s mission and/or strategic initiatives;
  - Whether the external organization will be charging fees for people to attend and where such fees will be deposited;
  - How Seattle University will benefit from waiving fees for the program;
  - Which Seattle University population(s) will benefit by the program’s “host” designation;
  - The reasons why the costs for holding the event should be borne by the university and not by the organization.
- The appropriate Dean, Vice President, Vice Provost, or Associate Provost must sign the request form prior to the form being submitted for approval (designees may not sign for this status request);

The **obligations** of being a **Hosted program** include, where applicable:

- The External entity must sign a Seattle University contract;
- The program must provide proof of appropriate liability insurance coverage;
- An administrative fee will be charged to every program according to event classification (the assigned Class is based on spaces used). See Table 1 below;
- Audiovisual equipment and support fees will be charged at the discounted co-sponsored rates, except for Class 4 events, which will have no charge for built-in equipment;
- “Seattle University” must be prominently displayed as a Host of the event;
- Marketing Communications must approve use and placement of university logos/branded material;
- Participation waivers may be required to be signed by program attendees, where applicable;

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The **obligations** of being a **Hosted program**, *continued*:

- For Class 1 or 2 events (see Table 1 below), the hosting department must have a representative present;
- The university entity hosting the event must identify at least one person to act as an internal point of contact for the event. This person must assist ES in contacting the client if there is difficulty in getting responses;
- Any balance due that the client has not paid by 90 days after the close of the event will be charged to the university entity hosting/co-sponsoring the event;
- The university entity hosting/co-sponsoring the event must provide up front a university GL number to which charges may be made as necessary.
- Additional possible fees:
  - Rental costs for technical equipment/support (discounted)
  - Administrative fees
  - Labor for on-site technical support
  - Charges for any equipment or services not provided by Seattle University
  - Setup fees and/or overtime charges for facilities set up as applicable
  - Campus service provider fees (e.g., parking, catering)
  - Permit fees (e.g., Place of Assembly, alcohol)
  - Late fees

**Table 1 - Event Classes and Administrative and Audiovisual Fees**

Class	Description	Hosted	Co-Sponsored
<b>Class 1:</b>	Redhawk Center events	\$250 + discounted audiovisual charges	Facilities fees and audiovisual fees assessed per current discounted rate.
<b>Class 2:</b>	Major event spaces (Fr. LeRoux Conference Center, Pigott Auditorium, Campion Ballroom), or any combination of spaces from more than one Class	\$150 + discounted audiovisual charges	
<b>Class 3:</b>	Smaller event spaces (Student Center 130 or 210, Casey Commons, Stuart T. Rolfe Room)	\$100 + discounted audiovisual charges	
<b>Class 4:</b>	Classrooms only	\$75 - includes A/V	

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**CO-SPONSORED PROGRAMS**

Co-sponsored programs are not Seattle University events; however, Seattle University may derive some benefit from allowing the program to take place in Seattle University facilities or from affiliation with the organization associated with the program. The organization—not Seattle University—is primarily responsible for determining the content, agenda, logistical arrangements, and costs for the event. Rates for co-sponsored programs are designed to cover Seattle University costs related to the event.

**A Co-Sponsored program** must meet these criteria:

- The program’s purpose must be consistent with the mission and/or strategic initiatives of Seattle University; and
- Admission to the event may be charged; however, offering free or reduced admission for Seattle University students/faculty/staff is encouraged.

**This process must be followed for a program to be granted “Co-Sponsored” status:**

- The Seattle University entity must submit the Special Designation Request Form (the *program* cannot submit the form) **along with a detailed written explanation of the reasons Seattle University should co-sponsor the program. This explanation should include:**
  - Ways in which the program aligns with Seattle University’s mission and/or strategic initiatives;
  - Whether the external organization will be charging fees for people to attend and where the fees will be deposited;
  - How Seattle University will benefit from waiving fees for the program;
  - Which Seattle University population(s) will benefit by the program’s “co-sponsored” designation;
  - The reasons why the costs for holding the event should be borne by the university and not by the organization.
- The Special Designation Request form must have the signature of a Dean or higher level administrator, or an officially appointed designee; and
- After the form is submitted, the Director of Event Sales will make a recommendation and submit it to the Associate Vice President for Facilities and Campus Services, who will approve or deny the request.

The **benefits** of being a **Co-Sponsored program** include:

- Facility and technical equipment fees are reduced
- No deposits are required for non-overnight programs
- The program has a higher priority in scheduling space than External groups.

The **obligations** of being a **Co-Sponsored program** include, where applicable:

- The External entity must sign an ES Seattle University contract;
- The program must provide proof of appropriate liability insurance coverage;
- “Seattle University” must be prominently displayed as a Host of the event;
- Marketing Communications must approve use and placement of any university logos or branded material;
- For Class 1 or 2 events (see Table 1 above on page 7), the hosting department must have a representative at the event (not required for Class 3 or 4 events);
- The university entity co-sponsoring the event must identify at least one person to act as a second point of contact for the event. This person must assist ES in contacting the client if there is difficulty in obtaining timely responses;
- Any balance due that the client has not paid by 90 days after the close of the event will be charged to the university entity co-sponsoring the event;
- The university entity hosting/co-sponsoring the event must provide a university GL account number up front to which charges may be made if it becomes necessary.
- Additional possible fees:
  - Facility rental fees (discounted)
  - Technical equipment rental/support fees (discounted)
  - Charges for any equipment or services not provided by Seattle University
  - Set up fees and/or overtime charges for facilities set up as applicable
  - Campus service provider fees (e.g., parking, catering, Reprographics)
  - Permit fees (e.g., Place of Assembly, alcohol)

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