**External Affairs A/PPS No. 06.02**

**Issue No. 2**

**Revised Date: 04/24/2024
Effective Date: 02/12/2021
Next Review Date: 11/01/2024 (E3Y)**

**Sr. Reviewer: Director, Athletics**

**01. POLICY STATEMENT**

* 1. **This document sets forth the polices and procedures to be followed when dealing with external affairs that impact Texas State University’s Department of Athletics.**

**02. PROCEDURES FOR TICKET SALES AND DISTRIBUTION**

02.01 Ticket Office

The Department of Athletics’ ticket office oversees all ticketing operations for the department including selling, reconciling, and managing all single game and season tickets (for more information on tickets prices and hours of operation, please visit the [ticket office website](http://www.txstatebobcats.com/tickets)).

Texas State’s ticket office’s accounting is in accordance with NCAA and Sun Belt Conference regulations. Monies received through ticket sales are verified by audit reports from the university’s computerized ticketing system. Once reconciled, all money is deposited at the university cashier’s office. The ticket office is allotted a pre-determined amount of petty cash based on the athletic season. Petty cash is counted and verified daily throughout the football season by the assistant Athletics Director for Ticketing and Ticket Manager, and on a weekly basis after the conclusion of the football season. Internal audits are performed on an annual basis.

02.02 Ticket Sales and Distribution

Game tickets may be purchased online, in-person, or over the phone with the ticket office. Once purchased all tickets are non-refundable.

1. Will Call – A will call window is available for all ticketed, home athletics contests. Tickets purchased by phone, media credentials, group tickets, and complimentary tickets left by a staff member will be available for pick-up at the will call window. Proper photo ID is required for release of tickets.

b. Consignment Tickets – It is not generally the practice of the ticket office to allow tickets to be purchased through consignment. If tickets must be purchased by consignment, approval must be given by the assistant Athletics Director for Business Operations and the assistant Athletics Director for Ticket Sales and Operations.

\*02.03 Complimentary Admissions

The Department of Athletics is committed to allocating and distributing complimentary admissions to athletic events in a fair manner. All policies and procedures are consistent with Texas State, Sun Belt Conference, and NCAA rules and regulations and have been developed with careful consideration given to the best interests of the intercollegiate athletics program. Individuals who receive complimentary admissions are responsible for reporting the value of the ticket for income tax purposes, when appropriate.

1. General Student Body

A portion of the tuition fees that Texas State students pay entitles students to attend athletic events. Students must present a valid student ID to enter athletic events. In rare events (e.g., sell-out games, postseason games) admission may be first come, first served, and students may be asked to pick up tickets in advance.

1. Student-Athletes

Student-athletes are provided up to four complimentary admissions for designated guests to their sport’s contests. Complimentary admissions for student-athlete guests are managed through a pass list. Student-athletes can designate guests through ARMS.

Under no circumstances should these complimentary admissions be issued in advance via hard ticket, nor can the student-athlete, or designated guests, receive payment in exchange for the complimentary admission. All designated guests must provide a photo ID at the pass list window.

1. Prospective Student-Athletes

Prospective student-athletes and their guests may be provided complimentary admissions during official and unofficial visits to Texas State, and are managed through a pass list at the respective athletics facility.

Under no circumstances should these complimentary admissions be issued in advance via hard ticket, nor can the prospective student-athlete nor their guests, receive payment in exchange for the complimentary admission. All guests must provide a photo ID at the pass list window.

Coaches that wish to request complimentary admissions for a prospective student-athletes and their family members must do so through ARMS. All requests must be made by the day before the contest.

1. High School Coaches

High school coaches may receive up to two complimentary admissions to Texas State athletic events. Complimentary admissions for high school coaches are managed through a pass list. Coaches must present a valid high school coaches association identification card and ID to receive the tickets. High school coaches that request tickets to football games must complete the [online form](http://www.txstatebobcats.com/) one day prior to event.

1. Athletics Department Staff

Each full-time employee of the Department of Athletics will be given the opportunity to receive complimentary season tickets in each ticketed sport. For the purpose of administering the complimentary admissions policy, interns, graduate assistants, and restricted coaches are considered full-time employees if they work at least 20 hours per week for nine months in the Department of Athletics. If a particular game sells out, the discounted ticket price of the game-date free tickets may become taxable to the staff member according to IRS regulations.

It is a NCAA violation for athletic department staff members to provide tickets to the following:

1. student-athletes;
2. prospective student-athletes;
3. family members of student-athletes and prospective student-athletes;
4. high school, prep school, and two-year college coaches; and
5. other individuals associated with teaching or directing activities in which prospective student-athletes are involved.

Department of Athletics staff members found to be selling complimentary season tickets will lose the privilege of applying for season tickets in future seasons, as well as face disciplinary consequences at the discretion of the immediate supervisor.

The allocation of complimentary tickets is as follows:

1. director of Athletics – eight per sport;
2. head coaches of given sport – ten;
3. associate Athletics directors and assistant coaches of given sport – six per sport;
4. assistant Athletics directors and head coaches that are not in season – four per sport; and
5. assistant coaches not in season and full-time athletics staff member– two per sport.

**03. PROCEDURES FOR FACILITY OPERATIONS AND EVENT MANAGEMENT**

03.01 Through planning, coordinating, and staffing, the Department of Athletics strives to host successful events that are safe, clean, and enjoyable for patrons and student-athletes while maintaining university standards, along with NCAA and Sun Belt Conference policy.

 03.02 Coordination of Events Management

a. Game Administrator

Administrative staff from the Department of Athletics will be present for each home contest and will serve as the game or match administrator. They will also serve as the official representative for Texas State and will ensure the success of the event.

1. Game Officials

Game officials will be assigned by the Sun Belt Conference and the predetermined assigner prior to the event. The office of Athletic Facilities and Operations and the Athletics Business Manager will see to it that proper arrangements for lodging, travel, and payment have been secured. Once on site, the game officials will be greeted and briefed on any ancillary details for the event. The game administrator or security personnel shall escort game officials on and off the court or field. Once the event begins, the game officials take on unconditional authority over the event.

1. Facilities and Areas of Competition

The facilities and areas utilized for competition must follow NCAA and Sun Belt Conference policy. Prior to competition, the Office of Facilities and Operations will validate compliance, proper arrangement, and availability of the area of competition and all necessary equipment. All athletics events hosted at Texas State must receive prior approval from the director of Athletics.

1. Game Staffing and Personnel

In adherence to NCAA and Sun Belt policies, the Office of Facilities and Operations will secure, train, and staff any additional game personnel required. The following personnel must be present for every game:

1. public address announcer who will be responsible for comments made on the public address system. Announcers should be enthusiastic but calm, and shall refrain from blatant cheerleading, offering derogatory remarks, or providing biased encouragement. Announcements made shall be authorized by the director of Athletics, director of Marketing, or designated game or match administrator;
2. scoreboard and clock operators; and
3. auxiliary game personnel.
4. Credentials

All credentials excluding media will be issued by the office of Athletic Facilities and Game Operations. Media credentials will be issued by the director of Media Relations.

 All credentials are issued by Texas State for working purposes only and are non- transferable. Credentials must be displayed prominently during the game, including pre- and post- game.

 Unauthorized use of credentials will result in the bearer’s removal from the facility or event, and the original recipient may be denied future credential privileges.

1. Credential Release – The bearer of this credential agrees that the Texas State University System (TSUS), the TSUS Board of Regents, Texas State, and all regents, employees, agents, and officers for these entities shall not be liable for any loss, damage, or injury. The bearer assumes full responsibility for all risks and dangers of property loss or damage, and for personal injury, death, and all other hazards related in any way to attending a Texas State event. If the above-mentioned occurrences take place anywhere at the facilities, at all times before, during, or after the event, whether or not caused by negligence of releases, the bearer is responsible. The bearer is aware of the risks and hazards connected with Texas State events and elects to participate voluntarily and engage in Texas State events. This agreement binds not only the bearer, but if the bearer is alive, also binds the members of the bearer’s family and spouse (if any). If the bearer is not alive, the agreement binds the bearer’s heirs, assigns, and personal representatives. Acceptance of the credential constitutes agreement by the bearer to abide by the foregoing conditions.

 Media Credentials (including print and electronic (radio and television) media outlets) are restricted in accordance with Texas State, Sun Belt Conference, and NCAA rules and guidelines. It is the Office of Media Relations intention to ensure that proper, professional use is made of the space available for credentialed media. Credentials, as well as parking passes (if requested), will be mailed to the requesting organization if time permits or sent to the opponent’s director of Media Relations for distribution. Otherwise, all credentials will be available at the media will-call.

 Photography credentials will be issued only to accredited photographers, television reporters, and camera operators on assignment. Freelance and amateur photographers not on assignment should contact the Office of Media Relations well in advance for approval.

1. Pre-Game Protocols

A written timeline shall be provided to the game officials, clock and scoreboard operators, public address announcer, radio and television productions, media, and both head coaches at least one hour prior to the scheduled start of each contest.

1. Parking

Texas State controls parking at athletic events to not only ensure the safety of all guests, students, student-athletes, and staff, but also to establish a priority system, which allows special parking privileges to donors and invited guests. The Bobcat Club, in conjunction with the assistant director of Athletics for Facilities and Game Operations and Parking Services, controls the parking policies for all Texas State athletic events (for more information on parking privileges at Texas State athletic events, please contact the Bobcat Club).

 Policies regarding university parking are covered in [UPPS No. 05.07.02](https://policies.txstate.edu/university-policies/05-07-02.html), Parking and Transportation.

1. Tailgating

Tailgating activities are managed by the Department of Athletics, in conjunction with Parking Services (for more information on tailgating at athletics activities, visit the [Special Events website](https://www.parking.txstate.edu/events.html)).

1. Concessions and In-Game Merchandise

Contracted vendors, in conjunction with the Department of Athletics, reserve the right to all concessions and sale of merchandise at facilities covered by this policy. These vendors may choose to waive the right to sell on a case-by-case basis.

1. Visiting Teams

Prior to the start of each competitive season, the Office of Facilities and Game Operations will produce and distribute visiting team guides. The Department of Athletics’ [visiting team guide](https://gato-docs.its.txstate.edu/jcr%3A5cdaa89a-6239-48b0-a6a7-ca4329216f48/WelcomePacketSp19b.pdf) is designed to provide information to athletics teams visiting the Texas State campus for NCAA events. The guide contains information such as contact details, travel information, local hotels, recommended dining locations, specific game and facility information, and emergency care.

 It is the responsibility of the coaches to contact visiting teams regarding practice times and schedule such times through the Office of Athletic Facilities and Game Operations. Coaches must check with the Office of Athletic Facilities and Game Operations for the availability of the facility before contacting visitors. A coach or staff member from the participating sport is required to be present, serving as a host for all visitor practice sessions.

03.03 Sporting Behavior

 It is a principle of the Sun Belt Conference that student-athletes, coaches, athletics administrators, support groups, and all others associated with intercollegiate athletics adhere to such fundamental values as respect, fairness, civility, honesty, and accountability. In accordance with Sun Belt Conference bylaws, the host institution is expected to monitor the behavior of spectators and to handle displays of non-sporting and unethical behavior swiftly and consistently. Game operations personnel, under the supervision of the assistant Athletics Director for Facilities and Game Operations, will be charged with upholding and enforcing these principles during all athletics events.

03.04 Scheduling of Events

 Each sport has the discretion to schedule non-conference home and away contests pending ultimate approval by the director of Athletics. Conference games are scheduled by the Sun Belt Conference Office. The following considerations are made when scheduling contests:

1. income and expenses;
2. annual university events (commencement, exam schedules, etc.);
3. missed class time by student-athletes; and
4. strength and competitive profile of opponent.

Any revisions to approved schedules require the following to be notified:

1. director of Athletics;
2. Sun Belt Conference (if officials are involved);
3. the Office of Facilities and Game Operations;
4. the Department of Athletics’ Ticket Office;
5. athletic training staff;
6. external vendors and game staff;
7. the Office of Media Relations;
8. game administrators,
9. University Police Department (UPD); and
10. other applicable university and municipal entities.

03.05 Risk Management

1. Medical Services

For each event, the Department of Athletics will provide, at a minimum, the NCAA standards for care. Due to the different demands for events, additional services may be provided to ensure that medical response is adequate. These items include, but are not limited to; EMS, ambulances, physicians on location or stand-by, AED, transport carts, and certified athletic trainers (ATC). The Office of Athletic Operations and Facilities, in coordination with the Department of Athletics’ training staff, will secure and schedule these efforts.

1. Inclement Weather

Athletic administrators, coaches, institutional staff members, and officials shall be responsible for participating student-athletes relative to lightning safety during all home contests. Athletic administrators, coaches, institutional staff, and officials shall be aware of the proximity of lightning to the playing facility and will follow the NCAA recommended lightning procedures. When available, the event manager shall use a lightning detector to monitor lightning proximity to a facility. When a lightning detector is not available, the flash-to-bang method shall be utilized to determine suspension of a contest due to lightning.

03.06 Security

1. UPD

To ensure that institutional policies are enforced and unethical conduct is discouraged, UPD, in coordination with the Office Athletic Operations and Facilities, will secure and schedule the appropriate level of officers for each event. This will be determined based on crowd size, the availability of alcohol, facility limitations, event requirements, along with any other external factors.

1. Crowd Control Personnel

Due to the different demands of each game or event, crowd control personnel may be essential. Personnel include, but are not limited to:

1. ushers;
2. ticket takers;
3. bag checkers;
4. parking attendants; and
5. security.

The office of Athletic Operations and Facilities will secure and manage these efforts.

1. Bag Inspections

Event security may require inspection of all bags, containers, purses, or persons for items prohibited in athletic venues. Patrons may refuse to participate in bag inspections, but must instead return the bag, purse, container, etc., to their vehicle. Failure to do so will result in denied admittance to the event or ticket refunds.

1. Prohibited Items

For the safety, enjoyment, and overall welfare of all guests, student-athletes, students, and event staff, the following items will not be allowed in Texas State facilities during athletic events:

1. artificial noisemakers: horns, whistles, air horns, musical instruments, etc.;
2. backpacks or large bags;
3. bottles, cans, and drink containers;
4. coolers, ice chests, or picnic baskets;
5. fireworks;
6. flag poles;
7. lawn chairs;
8. outside food or beverages;
9. pets;
10. video cameras; or
11. weapons.

This is not a comprehensive list of rules or items that may or may not be acceptable inside athletic events. Rather, it is intended to serve as a general guideline. Event management reserves the right to use its discretion in the enforcement of this policy.

1. Gun-Free Zones

All athletics events hosted by Texas State have been designated as gun-free zones (areas where concealed carry of handguns is prohibited). Additional concealed handgun policies are covered in [UPPS No. 01.04.45](https://policies.txstate.edu/university-policies/01-04-45.html), Concealed Carry of Handguns by License Holders on University Premises.

1. Background Checks

Per university policy, all employees, full-time, part-time, contracted, or volunteers must receive background history approval to work on campus.

03.07 Facility Use

1. Priorities for Use and Facility Requests

In general, priority use of athletics facilities will change according to the educational, athletic, and student activity in season. All university athletic and recreational facilities are utilized at maximum levels. All requests for facility use outside of team practices and contests must be submitted to the Office of Athletic Facilities and Operations.

Shared facilities are scheduled on a priority basis dependent upon competitive season. Those teams in competitive season will be given priority. Second priority will be given to teams competing in non-traditional season. Lastly, individual workout times will be scheduled for all other teams. University priorities for space and time will be determined by the director of Athletics and the associate Athletic Director for Facilities and Operations. Facilities include:

1. Strahan Arena Maroon and Gold Room;
2. Richard A. Castro Legacy Club in the University Events Center;
3. Gym 101 and Gym 102 in the University Events Center;
4. Bobcat Ballpark (baseball and softball);
5. Caboose at Bobcat Field;
6. J. Garland Warren Room at Bobcat Stadium;
7. Paul and Pat Gowens Family Pavilion at Bobcat Stadium;
8. Dan and Cindee Diepenhorst Champions Club;
9. Bobcat Track and Field Stadium;
10. Bobcat Tennis Center;
11. West Campus Competition Field (soccer); and
12. football practice fields.
13. External Groups

Dates not committed to university events may be made available to other users, including university-related, community service, and commercial events on a first-come, first served basis.

Current athletic, facility utilization patterns enjoin Texas State to impose limitations on the consideration of requests by external groups to utilize university athletic facilities. The major criteria for limitations in this instance will be: date, space availability, and appropriateness of use.

All requests by external groups will be given fair and impartial evaluation. Prior utilization of university athletic facilities will not guarantee future approval for such use. In instances where an event date is desired, but the exact date cannot be specified, target dates shall be reserved on a tentative basis. If a date is not confirmed 60 days prior to the event, the date then becomes subject to other bookings.

An appropriate charge will be made for use of university athletic facilities by external groups as determined by the associate Athletic Director for Facilities and Operations in conjunction with the director of Athletics, senior associate Athletics Director of External Operations, and the Athletics Business Manager.

All outside entities must sign and return the appropriate facility-use agreement contract and present evidence of liability insurance and required deposits (as stated in facility-use agreement), in advance of the date of facility usage.

The director of Athletic Facilities may arrange for support staff to work scheduled events to ensure efficient monitoring of facility use, as well as for any ancillary services. Costs for such services and staff will be assessed in the final charges associated with facility rental. External groups will be responsible for paying rental fees and necessary expenses for services associated with the use of facilities (e.g., equipment use, set-up, staffing, clean-up, damages, etc.). This will allow the planning unit to recover all direct costs resulting from the activity. A deposit may be required to cover damage or losses during a performance, event, or activity.

Contracted vendors, in conjunction with the Department of Athletics, reserve the right to all concessions and sale of merchandise at facilities covered by this policy. These departments may choose to waive the right to sell on a case-by-case basis.

The director of Athletics Facilities, in conjunction with UPD, may arrange for security to work scheduled events to ensure the safety of all university students, staff, and guests. Costs for such services will be assessed in the final charges associated with facility rental.

1. Ingress Management

University keys are property of Texas State and are issued by Ingress Management but are coordinated by the Office of Athletic Facilities and Operations. Duplication of university keys is prohibited. For the protection of the individual and the Department of Athletics’ equipment and facilities, coaches and staff members are not to loan their keys to non-Department of Athletics individuals, student-athletes, student athletic trainers, or managers.

Athletics personnel are provided with keys to facilities which involve their job function and are issued upon employment. Keys will not be issued to department volunteers. Upon termination of employment with the department, all keys are to be returned to Ingress Management before a final payroll check will be released. Lost or stolen keys must be reported to the associate director of Athletics Facilities and Operations immediately.

Athletic personnel and student athletes may be granted facility access, when available, per an assigned code, card reader, or ID number. This monitored privilege is directly tied to an individual or group and should not be shared. The Office of Athletic Facilities and Operations, in coordination with Ingress Management, will supervise these functions.

Policies regarding the issuance and use of university facility access management are covered per [UPPS No. 08.01.01](https://policies.txstate.edu/university-policies/08-01-01.html), Scheduling of University Facilities.

1. Locker Rooms

Locker rooms are to be used or accessed by student-athletes and coaches only, unless authorized by the associate Athletic Director for Facilities and Operations. Use will be limited to normal hours of the day or times authorized by a coach or staff member. When there are visiting teams using locker rooms, signs will be posted indicating use. All student-athletes should be advised by their coaches that they are to respect this use and should not enter the locker rooms unless authorized by a coach or staff member.

Locker rooms that are accessed by ID number or card reader are to be used ONLY by student-athletes whose teams are assigned to that particular locker room. Access codes and cards are assigned to individuals and are not to be given to any other person. All coaches are expected to inform student-athletes of this policy and to enforce it.

1. University Assets

Periodically the Texas State Controller’s Office conducts an inventory check for equipment, furniture, computers, etc., in each department. This inventory check should be conducted in conjunction with the office of the director of Athletics and Athletic Facilities and Operations. Cooperation in the listing and location for all items inventoried is required. University asset tags are to not be altered or removed, per [UPPS No. 05.01.01](https://policies.txstate.edu/university-policies/05-01-01.html), Texas State University Property and Equipment.

1. Facility Security and Lockdown

Proper security and lockdown of athletic facilities is the responsibility of individual users, as well as the event and facilities staff. All administrators, coaches, faculty, and institutional staff members authorized to use athletic facilities are responsible for ensuring that all facilities are locked and secured after use. Any misuse of athletic facilities by authorized or unauthorized persons must be immediately reported to the associate Athletics Director for Facilities and Operations.

**03.08** Facilities Maintenance

1. Work Request Procedures

In order to monitor and streamline costs related to work performed by the physical plant, all Department of Athletics work orders will be initiated and processed through the Office of Athletics Facilities and Operations. Any Athletics staff member wishing to receive work in an athletic facility, should coordinate with the Office of Athletics Facilities and Operations. If a sport budget is to be charged for work requested, the assistant Athletics Director for Facilities and Operations or the Athletics Business Manager will contact the coach or staff member for authorization of expenditures.

1. Facility Cleaning and Housekeeping

Keeping an orderly and clean workspace is the responsibility of all Athletics’ staff members. It is essential that a safe and clean environment is provided to university patrons and student-athletes. It is also necessary to provide attractive facilities as a priority for student-athlete recruitment and donor cultivation. The Office of Athletic Facilities and Operations will manage custodial support and facility cleaning with support from Facilities Management and contracted vendors.

1. Grounds and Sport Turf Management

Sports turf management staff, in conjunction with the associate Athletic Director of Facilities and Operations, is responsible for providing an attractive, safe, and well-maintained landscape and athletic fields. This includes supervising, scheduling, and planning routine maintenance, contracted labor, and preparations for practices and game days. Any requests for additional services or equipment usage are to be coordinated with the director of Sports Turf Management.

**04. PROCEDURES FOR MARKETING AND PROMOTIONS**

04.01 Licensing and Logo Use

All Department of Athletics’ offices and staff must gain prior approval for use of the department’s logos and trademarks. All offices should reference the Athletics’ Identity Standards and Toolkit when designing or developing collateral pieces, uniforms, and apparel. This document can be found in the [Athletics Licensing & Branding website](https://txstatebobcats.com/brandguide).

The associate Athletics Director for Marketing and Promotions is responsible for overseeing the university’s licensing program and works in conjunction with a third-party licensing company to manage the program and assist with development and protection of the brand portfolio.

04.02 Websites and Digital Media

The Department of Athletics’ official website is hosted by Sidearm Sports and monitored by the associate Athletics Director of Marketing and Promotions along with the assistant Athletic Director of Sports Information. The Sports Information Office maintains the website and monitors and updates information regarding news releases, stats, and sport specific information. The Marketing and Promotions Office maintains all fan interactive content, general content information, promotional efforts, advertising, branding and external affairs content. The official website is TxStateBobcats.com.

04.03 Promotional Materials

Promotional materials will be designed and printed for department sports programs. The associate Athletic Director of Marketing & Promotions works in conjunction with the appropriate coaches and sports information directors to design all promotional materials.

The promotion of special events or specific sports programs is coordinated by the Marketing and Promotions Office. While news releases are routinely used to promote such activities, special advertisements may also be used.

Only approved Department of Athletics and Texas State logos, marks, and colors are to be used in such advertising. All advertising for department-sponsored events must be approved by the Office of Marketing and Promotions. If the cost of advertising is not picked up by a corporate partner, the cost of the advertisement must be within the promotion’s budget.

The Office of Marketing & Promotions is responsible for the creation and design of all advertisements directly related to the promotion of Texas State Athletics. Money from the Athletics’ marketing budget along with established trade agreements are to be used to place all advertising.

04.04 Community Service

The marketing and promotions staff work in conjunction with sports coaching staffs and Athletics Life Skills coordinators to involve student-athletes in university and community service events.

04.05 Spirit Program

Texas State’s [Spirit Program](https://txstatebobcats.com/sports/sp), including cheerleaders and mascots, report to the Department of Athletics under the responsibility of the associate Athletic Director of Marketing and Promotions. Members of the [Spirit Program](http://txstatebobcats.com/spiritprogram) serve as ambassadors for the university and are at the forefront of spirit building, particularly at Bobcat athletics events. In addition to attendance at most home athletic events, squads also participate in university and community sponsored functions.

**05. LEARFIELD IMG COLLEGE**

05.01 Learfield IMG College’s Texas State Sports Properties oversees all aspects related to Texas State Athletics’ sponsorship and multimedia rights, as well as the Texas State sports network. Learfield IMG College has long been immersed in the collegiate athletics landscape. In addition to Texas State, the company manages the multimedia and sponsorship rights for nearly 200 collegiate institutions, conferences, and arenas. The company also supports athletic departments at all competitive levels as title sponsor of the prestigious Learfield IMG College directors’ cup. Learfield IMG College’s multimedia rights encompass numerous content distribution platforms to deliver the passion of college athletics across radio, television, and digital networks to fans globally. More information about the company, its 40-year history, and its comprehensive portfolio, can be found on their [website](http://www.learfieldsports.com/).

Texas State Sports Properties is responsible for the solicitation of corporate partners and advertisers. In addition, the fulfillment of all aspects of the corporate partnership agreements is the responsibility of Texas State Sports Properties along with assistance from Texas State Athletics External Operations staff. These elements may include, but are not limited to, game sponsorships; corporate tailgating; in-stadium signage; in-game promotions; on-site marketing; TXST.com; hospitality; television, video, and audio streaming; digital and print advertising; tickets; and more.

Partnership packages come in a wide range of investment levels and present a variety of exposure opportunities, including LED video board signage, custom photo and video shoots with Texas State’s official mascot – Boko the Bobcat, Texas State cheerleaders, Texas State Strutters, social media campaigns, E-sports, digital games with fan engagement and lead generation, text-to-win campaigns, commercials and live features within game broadcasts, game programs, stadium public address system live reads, marquee recognition, event sponsorships, ticket rights, personal appearances by coaches, and other VIP hospitality considerations.

In fostering good relationships with corporate partners, the Department of Athletics makes every effort to ensure that both the interests of the university and the partner are protected. To achieve this end, the senior associate Athletics Director of External Operations, the associate Athletics Director of Marketing and Promotions, and the general manager of Texas State Sports Properties must always be consulted on matters that involve advertising and partnerships, as other partnerships may become available. Texas State Sports Properties will assess the value of those partnerships on a case-by-case basis. Partnerships are reconciled at year-end with the associate Athletic Director of Business Operations.

**06. T-ASSOCIATION**

06.01 Purpose

The “T” Association at Texas State is a service organization committed to promoting and maintaining the communication and active involvement of both current and former letter winners at Texas State.

The “T” Association is governed by a board of directors consisting of former letter winners and honorary letterman who abide by the “T” Association bylaws. The executive senior associate Athletics Director for External Affairs currently serves as the executive director of the “T” Association board and is the university liaison to all “T” Association activities and events. The “T” Association is funded through annual gifts and annual interest earned on the “T” Association Endowment and the Sidney and Evelyn Hughes Endowment (for more information, visit the [“T” Association web page](http://www.txstatebobcats.com/index.aspx?path=t-ass)).

* 1. Members and Board of Directors
1. Membership in the “T” Association consists of the following categories:

1) Member – any person who has been awarded an athletic letter in

an intercollegiate sport at the university, including athletic trainers and student managers, as determined by the coach of each sport. Any person who has attained a letter in a university intercollegiate sport shall be considered eligible for the award of the “T” letter, including participants in the AIAW female athletic teams and athletic trainers who were members of the athletic program at any point in time with the university.

2) Honorary Member – the board of directors shall have the sole authority to confer honorary membership in the Association by a minimum vote of two-thirds of the directors present at a duly-called meeting. All nominations must be submitted, in writing, to the executive director. Potential nominees must have contributed to the “T” Association or Texas State’s athletics at a rare and extraordinary level. No more than one honorary letter winner will be recognized in any given calendar year.

1. Board of Directors

The board of directors shall be comprised of two “T” Association members from each active decade of sports participation, plus 15 “T” Association members selected at large. An active decade is defined as a traditional calendar decade during which a living member participated in their sport at the university. The two members from each decade and the at large members shall be nominated and approved by a two-thirds vote of existing members of the board of directors. Every effort shall be made to ensure representation of as many men’s and women’s sports as possible while reflecting the historical level of participation in each sport.

The executive director shall be the principle executive officer of the “T” Association and shall supervise and control such duties of the Association as the board of directors may advise. This individual must possess a working knowledge of Texas State and its Athletics programs, maintain communication with Texas State head coaches and the board of directors. The director must also be a staff member at Texas State.

The president shall be elected by the board of directors to preside over all meetings of the board and of the general membership. The vice president shall perform the duties of the president in their absence.

06.03 Meetings and Events

1. Meetings

Meetings of the general membership of the “T” Association shall be held a minimum of three times per year at a time and place determined by the board of directors and the executive director. Other meetings may be called at the discretion of the executive director with the approval of the board of directors.

The board of directors shall meet three times each year, whenever possible, in conjunction with the general “T” Association meetings. These meetings will be held as recommended by the executive director and approved by the board of directors.

1. Reunion Weekends

Each year, three reunion weekends take place encouraging all “T” Association members to return to campus. The reunions are held in conjunction with Texas State athletic events, with reunions taking place in the spring, fall, and summer.

1. Letter Award Ceremonies

During the fall and spring reunion weekends, a letter award ceremony will be held to award current student-athletes with letter winner awards on behalf of the “T” Association.

06.04 Hall of Honor Selection Process

Each year up to five Texas State outstanding letter winners are elected to the Texas State Hall of Honor. Once voted by the “T” Association’s board of directors, recommendations will be forwarded to the president for final approval. The Hall of Honor qualification process is as follows:

1. Nomination for Hall of Honor Induction

Any “T” Association member may nominate, in writing, any eligible fellow “T” Association member. All nominations must be submitted by June 1of each year for induction at the annual, August “T” Association meeting. The “T” Association board of directors, acting as a body, is urged to review the “T” Association membership and make nominations of their own, if desired.

1. Selection Process of Nominees Presented to the “T” Association Board

The “T” Association board of directors shall select from nominee’s resume summaries by ranking all nominees on a ballot form. Full resumes will be made available. Summaries of the resumes of nominees along with a ballot of nominees in alphabetical order by decade shall be prepared, mailed, and given to each “T” Association board member prior to the annual, August meeting.

Resumes shall be presented in the same order as the ballot. If mailed, a plain envelope marked “BALLOT” shall be included. Once nominated, a “T” Association member will remain on the list of nominated members for a period of five years, at which time the member name would be removed from the ballot. Resumes of members nominated may be updated upon written request by “T” Association board members, when they feel additional information may be beneficial to their possible selection to the Hall of Honor.

A request to update resumes should be done after the second and fourth year of nomination. The executive director of the “T” Association will notify those nominated members of the need to update or provide additional information on their resume and the [Hall of Honor Information Nomination form](https://txstatebobcats.com/sports/2010/7/28/GEN_0728101959.aspx?path=t-ass). If a member is removed from the ballot following their fifth year of nomination, a “T” Association member may be re-nominated by a minimum of five “T” Association members. The re-nomination must be submitted in writing and signed by the five “T” Association members. Once nominees are selected by the “T” Association board of directors for induction in the Hall of Honor, recommendations will be forwarded to the university president for final approval.

1. Qualifications of Hall of Honor Nominees

Nominated “T” Association members collegiate athletics eligibility must be expired for a minimum of 10 years before being eligible for the Hall of Honor ballot, must have had an outstanding athletic career at Texas State, and must have distinguished themselves in their chosen profession.

06.05 Jersey and Number Retirement Policy

The retirement of an athletic jersey is an honor which is bestowed upon athletes for extraordinary athletic performance. To be eligible for consideration, the athlete will be evaluated on the following criteria:

1. graduated from Texas State or left university in good academic standing;
2. lettered at Texas State;
3. received, at a minimum, first team all-conference honors or national recognition during career at Texas State;
4. outstanding lifetime accomplishments in professional athletics career;
5. outstanding citizenship during years at Texas State and thereafter; and
6. a minimum of ten years since completion of eligibility.

06.06 Society of Champions

The Society of Champions was initiated, at Texas State, in the fall of 2003 to honor coaches in any intercollegiate sport who win a national championship. Football and men’s and women’s track field sports hosts the Society of Champions recognition at the Jim Wacker Field at Bobcat Stadium. Baseball, softball, and soccer recognitions are held at their respective playing fields. All other sports are honored at the University Events Center.

**07. STRUTTERS**

07.01 Texas State’s Strutters are a non-coed performance group and are ambassadors for the Athletics program, as well as the university. The Texas State Strutters’ director reports to the Department of Athletics under the responsibility of the senior associate Athletics Director for External Operations. In addition to attendance at home athletic events, the Strutters also participate in university and community sponsored functions, as well as regional and national competitions. The Strutters have an alumni organization, Strutters Always, that focuses on keeping former Strutters in touch with one another and creating scholarships to deserving students.

**08. REVIEWERS OF THIS PPS**

08.01 Reviewer of this PPS includes the following:

Position Date

Director, Athletics November 1 E3Y

**09. CERTIFICATION STATEMENT**

This PPS has been approved by the following individuals in their official capacities and represents Texas State Athletics policy and procedure from the date of this document until superseded.

Director, Athletics; senior reviewer of this PPS

President