



University Center & Special Events hosts thousands of events each year and the majority are organized and attended by Texas A&M University students and staff. A growing concern is that Texas A&M University student groups or departments are being used to host events for external groups, primarily to reduce applicable fees and circumvent university policies; this process will be referred to as “fronting” for the remainder of this document. The definition of “fronting” needs to be kept flexible as we do have many organizations who work with off-campus entities to host campus events as well as numerous organizations hosting events for an off-campus audience. The main goal of this document is to reduce off-campus entities from using a campus organization to advance their own goals without direct benefit to the organization and/or the university.

The following items are required for an event to be considered a student organization or departmental event to qualify for campus rates:

- Members of the organization initiate the venue request.
- Campus organization leadership must attend and participate in planning discussions and have decision making abilities for the event.
  - This does not include specific production related discussions if/when those are needed.
- Payment must go thru the appropriate procedure:
  - Student group events must use the Student Organization Finance Center (SOFC) or a student funded departmental account (with appropriate approval).
  - Campus departments must pay thru the appropriate Texas A&M University FMO account.
- If a student group is the event organizer:
  - They must be considered in good standing by the university.
  - Any advertising and/or branding of the event must highlight the student organization’s involvement in the event (following appropriate organizational and university guidelines).

In addition to the above criteria, a minimum of two of the following items must also be true.

- Maroon Link information is correct and confirmed by all relevant parties.
- Organization members must provide staffing for audience aspects of the event, to include: ticketing plan, ticket taking, ushering, house managing duties, etc.
- The event is conceptualized by the campus organization and any outside entities were sought out to fulfill the event expectations.
- Copies of any completed contracts are made available to UCEN, with appropriate Texas A&M University approvals.

If any of the following conditions exist, the event may no longer be considered a campus event, but as an external client request and will require all necessary steps be completed for the event to proceed.

- For repeat events, any previously held event was deemed to be a “fronted” event based on criteria listed above. This will require agreement by UCEN Leadership.
- At any point in the planning process the campus group becomes non-responsive and/or no longer part of the planning and execution process.