Campus Life Policy on Large Performance Events

DOCUMENT INFORMATION

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DOCUMENT CONTENT

I. Reason for Policy

The purpose of this policy is to establish criteria, standards, and guidelines to be used in scheduling and producing performance events (including, but not limited to entertainers, bands, D.Js, comedians, etc.) of non-SUNY Fredonia affiliated artists sponsored by a student organization at SUNY Fredonia that anticipates an attendance of 300 or more people. This policy should ensure a safe and positive experience for all parties involved. The Campus Policy for Large Performance Events does not apply to academic department/university sponsored events held in Rockefeller Arts Center, the School of Music, or lecture halls.

II. Policy Statement

Approval

SUNY Fredonia requires all student organizations intending to sponsor a performance of 300 or more attendees to seek appropriate approvals from the Student Association, Campus Life Office, University Police, and other designated departments included on the Campus Life Special Event Checklist. All approvals are to be completed at least six weeks in advance of the performance date. Approvals will confirm the proof of sufficient organizational funds, the availability of an adequate campus venue, a review of venue checks of the artist's most recent concerts by a representative of University Police, and the availability of additional campus support staff or resources (i.e. electricians, generators, ticketing, etc.). The Campus Life Special Event Checklist is available in the Campus Life Office.

No event is to be advertised or promoted until all contracts are signed and university approvals granted.

Contracts

Student organization representatives are not permitted to enter into contractual agreements with an agent or artist. Only the Student Association General Manager can enter into contractual agreements on behalf of the Student Organization. The Director of Campus Life may act as purchaser for performance agreements not sponsored by the Student Association. It is important to remember that the process of negotiating a performance contract may take up to eight weeks to complete. This process includes the development and acceptance of a bid letter, the completion of the Campus Life Special Event Checklist for Large Performances, the ratification of the performance contract and performer's technical rider, and the completion and submission of an Entertainment Promoter Certificate to the NYS Tax Department for events. The Entertainment Promoters Certificate is to be completed when attendance numbers are expected to reach a 1,000 or more, and/or the artist intends to sell promotional items (Cd's and T-shirts, etc.) during the concert. Both the Campus Life staff and the Student Association General Manager can assist with the development of a bid letter, as well as with all contract Campus Life Policy for Large Performance Events – September 2011 negotiations and the planning process for your event. The Student Association yellow contract approval form must be attached to all performance contracts and technical riders.

All artists are required to sign and agree to a "Code of Conduct," provided by the Student Association or Campus Life Office ensuring that all performers will not encourage inappropriate or dangerous behavior among the crowd. Failure to abide by the "Code of Conduct" (i.e. the promotion of moshing, crowd surfing, and the promotion of alcohol beverages, etc.) gives the Student Association or the Campus Life Office the right to refuse payment to the artist and the authority to shut down the concert.

Security

The University Police department is responsible for campus security for all large-scale events. The Chief of University Police, or her/his designee, will enforce all contractual agreements that encompass security needs. The University Police Chief will determine the amount of security personnel required for each event in consultation with the event managers and university administrators. The number of security personnel will be determined on estimated attendance numbers and the completion of venue checks of the artist's past performances. The cost for security is the responsibility of the student organization and may include the hiring of additional police from local and state law enforcement agencies.

Procedures for the inspection of purses and backpacks, and the pat-down of all attendees are the responsibility of University Police. Likewise, law enforcement personnel will remain vigilant throughout the event in order to prevent inappropriate behaviors by the artist or attendees that may endanger the welfare of students, guests and university property, and actions that are not consistent with the signed Code of Conduct.

University Police has the authority to shut down a performance should they determine that to continue the event would place the welfare and/or safety of attendees, performers, or other persons at immediate risk of serious injury or death, or the risk of significant damage to university property. The officer in charge shall take into account the totality of the circumstances and whenever possible notify the University Chief prior to taking action. Prior notification to the student organization or the artist, or the artist's management staff, is not required when an imminent threat exists and further delay would jeopardize the health and safety of students and guests.

In cooperation with University Police, the student organization is required to develop a security plan and provide copies of the plan to the artist's production manager and all designated university personnel.

Student Security

The use of student security is permitted, providing that adequate measures are established to limit students' exposure to harm. If student security is used in front of the stage, a significant barrier must be erected to prevent the crowd from rushing or crowding the stage. The barricade should meet the requirements listed in the performer's technical rider, and be consistent with industry standards. Student security volunteers must receive, in writing, a list of expectations, sign a volunteer contract, and attend a safety meeting with University Police prior to the event. Student volunteers must wear visible clothing that designates them as student security. In addition, sound deadening devices, such as ear plugs, must also be made available.

Hospitality

The Faculty Student Association (FSA) is the university caterer and has exclusive rights to provide food and beverage service for all campus facilities and outdoor areas. In the Special Event Checklist, an FSA representative may give permission for an outside caterer when special dietary needs are required by the performer's contract and technical rider, with the understanding that such caterer must provide documentation of insurance and a Chautauqua County Catering License. Performers may also have the option to take a "buy-out" for some or all of their hospitality needs.

Alcohol and Drugs

Student organizations are not permitted to purchase alcohol for performers. Any request on behalf of the artist in a contract or technical rider will be refused and eliminated. Any alcohol brought into the venue by an artist will be immediately removed from the premises and may cause a delay or cancellation of the performance. In such a case, the Student Association General Manger or Director of Campus Life may exercise the right to refuse payment to the artist. In addition, all illegal drugs are strictly prohibited.

No alcohol will be permitted at major events in which students under the age of 21 are in attendance.

Ticketing

All large performances must be ticketed using the SUNY Fredonia Ticket Office. Performances funded by the Student Association in which a revenue line is mandated are subject to Student Association polices and statues for developing ticket prices (SA Statue F-9). Performances may be free to attendees, but the university still requires a ticket for admittance to ensure that the performance venue does not exceed fire code capacity. The student organization promoting the performance is responsible for all costs incurred for the ticketing of the event.

Advertising

As part of the planning process, an advertising campaign is to be developed and approved by the Director of Campus Life or his/her designee, or the Student Association General Manager, prior to the sale of tickets.

Guests

Likewise, a guest policy will be developed for each event or concert. This would include a decision about the number of tickets available for students, non-students, and the method of distribution. For example, the group may decide to allow each student to purchase or reserve one or two guest tickets per student. The guest policy will also stipulate plans to advertise the event, keeping in mind that student program funds are provided to benefit SUNY Fredonia students and the campus community as the first priority. The guest policy must also include the minimum age of guests permitted to attend the event. Some events are inappropriate for young people under the age of 16. The guest policy will dictate security needs.

FAQ's	
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