

EVENT PLANNING GUIDE



**STUDENT
ACTIVITIES
CENTER**

Student Union Building, Suite 1018

sac.unm.edu

(505)277-4706

sac@unm.edu

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EVENT PLANNING CHECKLIST

Hosting an event can be a gratifying experience that draws new members, builds awareness of your group, and enriches the campus community. When planning an event, set realistic expectations that reflect the amount of time, effort, and money your group can expend.

The checklist provides a general overview of UNM's policies and processes. Because every event is different, some of the steps listed here may not apply to you. In some exceptional circumstances, your group may be asked to comply with additional requirements not explicitly listed here. If you're unsure of where to start or have questions not covered here, please set up an appointment with a member of the Student Activities Center to discuss your event.

ASAP

- Submit event approval form online:
<http://campusexperience.unm.edu/resources/unm-event-request.html>
- Review the *Event Planning Guide* to determine which steps you'll need to follow to execute your event.
- Hold a planning meeting. Assign tasks, set expectations, and establish deadlines. It may be helpful to set follow up meetings so that group members can share updates.
- Reserve your space. Most campus spaces can be reserved one year in advance. Reserve space for large events as soon as the event date is set. If you are hosting a small event such as a bake sale, you can reserve your space 3-6 weeks before the event.
- Request permits. If your event will have large crowds, open flames, propane, tents, on site cooking, drones, alcohol, off-campus vendors, amplified sound, or other unusual activities you will need to fill out an Environmental Health and Safety Event Form (<https://ehs.unm.edu/special-events/special-events-request.html>) and request permits. Contact SAC for help with permits.

4-6 WEEKS OUT

- Confirm the space reservation and develop a set-up plan.
- Discuss risk management and determine what safety procedures you will follow.
- Order tents, tables, chairs, trash cans, or other equipment.
- Contact vendors, security, performers, or other professional services. Work with the Student Government Accounting Office (SGAO) to get contracts approved.
- If ordering catering, select a vendor and menu.

3 WEEKS OUT

- Create and distribute marketing materials.
- Set up your RSVP or ticketing system if the event will have limited capacity.

- Delegate the remaining event preparation tasks to group members.
- Make payment arrangements. If you are paying for professional services, meet with your accountant to request checks, purchase orders, or P-card payments.
- Get copies of insurance from professional service providers that will be working at the event. Send certificates of liability insurance to sac@unm.edu.

WEEK OF THE EVENT

- Check weather forecasts. If your event is outdoors, create a back-up plan in case of bad weather.
- Send out event reminders through email newsletters and social media.
- Post flyers around campus.
- Finalize food order. If possible, get a head count of attendees and adjust your order accordingly.
- Check in with your planning committee. Determine what tasks still need to be completed. Assign remaining tasks to members and set deadlines.
- Purchase supplies for the event. If purchasing any perishable food items, make sure you have adequate storage and refrigeration to keep them from spoiling. Keep itemized receipts for all your purchases.
- Prepare event materials such as signs, decorations, sign in sheets, nametags, or banners.
- Review event plan with your members and volunteers. Discuss who is responsible for various tasks and set expectations. Consider setting up a group chat.

DAY OF THE EVENT

- Arrive early to set up, decorate, and check any equipment you are using.
- Make last minute purchases. Plan to have a volunteer ready to go to the store just in case you've forgotten something or need to buy perishable items.
- Review schedule again. Communicate any changes to members and volunteers.

AFTER THE EVENT

- Clean up/dispose of garbage and pack up any items you plan to store.
- Take down advertisements.
- Thank volunteers, speakers, and members.
- Submit requests for reimbursement to SGAO and pay an outstanding invoices.
- Update your budget to reflect expenses and make notes about the event to pass on to future event coordinators.

BUDGETING

In planning your event, consider all the expenses you'll need to cover. If hosting a fundraiser, it's especially important to weigh how much money the event will bring in compared to the cost of hosting it. Do not buy fundraising supplies unless you're reasonably certain you'll raise enough money to cover your expenses.

Possible expenses include:

- Cleanup (e.g. trash bags, cleaning supplies, waste disposal fees)
- Entertainment costs (e.g. movie licensing fees, DJs, speakers)
- Equipment rental and setup fees (e.g. tents, stages, AV equipment, chairs, linens)
- Event insurance (check with the Student Activities Center to determine if you need insurance)
- Facility or room rental fees
- Food and beverages
- Marketing and promotion (e.g. flyers, posters, ads, invitations, postage)
- Parking
- Service expenses (e.g. security, police, EMTs, food servers)
- Supplies (e.g. decorations, trophies, signs, awards)

BUDGET WORKSHEET

Category	Cost
Cleanup	\$
Entertainment	\$
Equipment rental and setup	\$
Event insurance	\$
Facility/room	\$
Food and beverages	\$
Marketing and promotion	\$
Parking	\$
Service expenses	\$
Supplies	\$
Other expenses	\$
TOTAL EXPENSES	\$
	Revenue
	\$
	Net
	\$

EQUIPMENT

EVENTS IN THE SUB

For events within the Student Union Building, contact the [SUB Event Planning Office](#) to request equipment. Most of the services below are free for CSOs. UNM departments and outside parties may be charged a rental and setup fee. Their staff can arrange for the following:

- Tables and chairs
- Linens
- Risers and sound equipment
- Laptops and projectors
- Staging & dance floor (for a fee)

EVENTS OUTSIDE OF THE SUB

UNM student organizations, offices, and departments can request equipment rentals and set up from Facilities Management's Special Activities office. Your group must have a UNM Index (internal bank account) established in order to use Special Activities' services. They offer the following services for a fee:

- Table and chair set up
- Stages and sound equipment
- Generators
- Tents and sandbags
- Ribbon cutting equipment
- Trash and recycling disposal
- Podiums
- Linens

CONTRACTS & PAYMENTS

CONTRACTS

CSOs may not enter into contracts for professional services without approval from the Student Government Accounting Office (SGAO). Examples of professional services include DJs, security officers, tents, rental equipment, photography, and videography. If you wish to hire a vendor, performer, or other type of professional service, you may not sign any contracts on behalf of your student organization or the University. Instead, bring a copy of the unsigned contract, invoice, or other supporting documents to your SGAO accountant. They will review the contract, revise it if necessary, and arrange for payment after the goods or services are received. *CSOs who enter into contracts without working with SGAO, may be held personally liable for the full cost of the goods or services.*

PAYMENTS FOR PROFESSIONAL SERVICES

All payments for professional services must be processed by SGAO. Examples of professional services are DJs, performers, photographers, and tent companies. Students may not pay for services with personal funds. If you pay out of pocket for professional services, you may not be reimbursed. To arrange for payment for professional services, contact SGAO at least three weeks ahead of time with the following information:

- Completed *Internal Requisition Form*
- Payee's Federal Tax ID or Social Security Number
- Completed *Professional Services Checklist*
- Invoice or unsigned contract/agreement from the vendor which includes:
 - Unique invoice number
 - Date
 - Company's name and remittance address
 - Bill to field listed as:

*University of New Mexico
Accounts Payable Department
MSC01 1250
Albuquerque, NM 87131*

Additionally, some transactions may require a W-9 Form. Check with SGAO to determine if your vendor needs to submit a W-9.

FOOD & CATERING

ON-CAMPUS EVENTS

UNM Food is the sole professional contract food provider in the SUB. UNM Food has the first right of refusal for all on-campus food sales. This means that event hosts may not bring in outside food into the SUB without explicit prior approval from UNM Food. CSOs may order food and beverages from UNM Catering or SUB food vendors (Satellite, Blake's, etc.). CSOs are eligible for a discount rate on all UNM Food catering orders. Visit unmcatering.catertrax.com to view the student organizations menu and pricing.

The UNM Event Planning and Scheduling Office requires a notice of at least seven (7) business days prior to an event. University Catering will do its best to accommodate the needs of all events, however, they cannot guarantee a request submitted fewer than 7 days in advance. Contact the UNM Event Planning and Scheduling Office (SUB 1094, 277-5498) for more information about menus and pricing.

For events outside the SUB, CSOs may purchase food from any vendor they choose provided they will not be re-selling the food as a fundraiser. CSOs must get special approval to host events where they will be barbecuing or preparing food outdoors.

FOOD FUNDRAISERS

CSOs may host food sales as part of fundraising efforts, however, they must adhere to all UNM Policies as well as state and local laws. With regards to food sales, CSOs should be aware that:

- Shelf stable foods (packaged candy, water, sodas, chips, etc.) are ideal for food sales; other items can be sold but may require additional permits and approvals.
- CSOs seeking to prepare and sell any food that is not shelf stable must obtain a Temporary Food Permit (<https://www.env.nm.gov/foodprogram/tfe-application/>) from the State Environment Department and get approval from UNM Environmental Health and Safety. Approval can be obtained by filling out a Special Events Application (<https://ehs.unm.edu/special-events/special-events-request.html>) and supplying all requested follow-up information.

FOOD TRUCKS

Food trucks require special approval to come on campus. Groups who wish to bring food trucks on campus as part of an event must:

- Get prior approval from UNM Food and Chartwells.
- Provide a copy of the vendor's liability insurance which lists the University as an additionally insured party.
- Verify that the truck is licensed through the city, county, or state.
- Food trucks utilizing liquefied petroleum gas (propane) must be inspected by the LP Gas Bureau once they are parked at UNM. Contact Safety and Risk Service at least two weeks in advance to schedule an inspection.
- Reserve an appropriate outdoor space and make arrangements to drive the food truck onto campus. Contact the Student Activities Center for guidance and maps for vendor load-in.

OFF-CAMPUS EVENTS

CSOs purchasing or preparing food for off-campus events must follow all applicable state and local regulations. CSOs are not required to use UNM Food's services for off-campus events.

INSURANCE

For large scale or high-risk events (e.g. festivals, concerts, bounce houses, barbecues) your organization may be required to purchase special event insurance. The Student Activities Center can help you select and purchase a policy to cover your event. CSOs are responsible for the cost of purchasing these policies. To get an estimate for insurance, visit tulip.jgrms.com or call the Student Activities Center at 277-4706.

POSTERS AND FLYERS

Posting around campus is a great way to promote your event. All UNM students have access to the full Adobe Creative Suite of desktop publishing tools. These programs are an excellent resource for creating high-quality marketing materials for your group. To download software and view tutorials, visit creativecampus.unm.edu. To be effective, posters and flyers should have easy to read text and be free of typos. Make sure to list the date of the event as well as your group's name, website, email, and social media accounts so that attendees can contact you.

Standard 8.5" x 11" flyers can be printed from any printing kiosk. For custom materials, contact the UNM Copy Center or your print vendor of choice.

For a map and list of bulletin boards, check out the Campus Posting Policy (<https://sac.unm.edu/assets/documents/posting-guidelines.pdf>). Posters and flyers may only be put up in approved areas. Make sure to follow the posting policy, otherwise your group can be fined for the cost of cleaning up materials that were posted improperly.

CSO WEBSITE CALENDAR

The Student Activities Center offers a calendar service for CSO events through the CSO Portal (<https://login.unm.edu/cas/login?&service=https%3A%2F%2Funm-community.symlicity.com%2Fsso%2Fstudent%2F>). This calendar is displayed on the homepage each time a student logs in to the CSO Portal. To advertise an event, navigate to your group's page and click "Manage Events" then select "Add New Event." Fill in the event information and then select "Submit and Continue Event Setup." To allow the event to be viewed on the calendar, set the visibility to public. Once you have reviewed your event details, click "Publish" to make the event live.

KUNM 89.9

The University radio station has a calendar of events and public service announcements. Visit the KUNM Community Calendar (<https://www.kunm.org/community-calendar>) to list an event or advertise your group.

STUDENT UNION BUILDING

If your event will be held in the SUB, you can utilize the following services to promote it:

- Digital display ads on SUB monitors
- Banners on the interior or exterior of the building
- Posting boards

For advertising specifications and request forms, visit the SUB marketing website (<http://sub.unm.edu/about/advertise.html>).

THE DAILY LOBO

The Daily Lobo offers free online announcements for events on-campus and off-campus. You can list your event by visiting their Calendar Website (<https://www.dailylobo.com/calendar>).

UNM EVENTS & STUDENT ACTIVITIES ONLINE CALENDARS

University Communications and Marketing an online master calendar of UNM Events. To list your event, visit the UNM Events Calendar website (<https://unmevents.unm.edu/>) and click the link to “Submit an Event”. From here, you can submit your event to the UNM Events Calendar and/or the Student Activities Center Calendar. To create an event, log in using your netID and password then select “Create an event.”

MOVIE SCREENINGS

All movie screenings require a license from the distributor or filmmaker. CSOs are not permitted to reserve rooms for movie screenings without obtaining a license first. For help with movie licensing, please contact:

Rudy Montoya

sac@unm.edu

(505)277-4706

Copyrighted materials (books, movies, music, TV shows, etc.) are subject to protection under Title 17 of the United States Code. Groups who fail to obtain proper permissions and licensing to use copyrighted materials at CSO events may face up to a \$150,000 fine.

PARKING

Campus visitors who need limited parking on campus may find that daily or hourly parking will suit their needs. Daily & hourly parking is subject to availability and may be influenced by factors including campus events and construction, other restrictions may apply. If you anticipate that a large number of attendees will need to park, it's a good idea to send out parking maps, rates, and information at least 7 days before your event.

If you are covering the cost of parking for attendees or vendors, contact Parking and Transportation Services to make arrangements.

RESERVING EVENT SPACE

OUTDOOR SPACE RESERVATIONS

Outdoor spaces are free to reserve for CSO events. To request an outdoor space on Main Campus, visit ems.unm.edu and submit your request at least 3 business days prior to the event. Please be aware that space reservations are not considered approved until the Student Activities Center staff send a confirmation e-mail.

The Student Activities Center manages all outdoor space reservations on Main Campus (except Johnson Field and residence halls) and reserves the right to move, reschedule or cancel events based on space availability, location, event duration, logistics, and security

needs. To prevent disruption of classes, research, and student services, no amplified sound is permitted in outdoor spaces without prior approval from the Student Activities Center. Additionally, the University prohibits the use of ground stakes and affixing items to trees, buildings, statues, or other fixtures.

CSOs may check out 2 tables and 3 chairs for free at the Student Activities Center. Facilities Management can provide tables, chairs, tents, cord covers, and a stage for a fee. Trash cans and recycling bins can be reserved for free through Facilities Management.

To schedule events on North Campus, contact the Megan Bateman, Health Sciences Administrator at (505) 272-3500 or MegBateman@salud.unm.edu.

INDOOR SPACE RESERVATIONS

To reserve space for an indoor event, CSOs can submit a reservation request online. Most indoor spaces are free for CSOs to reserve. To reserve a room, submit your request on the appropriate department:

Classrooms

[Scheduling Office](#) (online reservations)
(505)277-4336
schedule@unm.edu

Johnson Center & Johnson Field

ems.unm.edu (online reservations)
(505)277-0178
recsvcs@unm.edu

Residence Halls

(Hokona Cellar, Lounges)
(505)277-6060
housing@unm.edu

Student Union Building

ems.unm.edu (online reservations)
(505)277-5498
subevent@unm.edu

OFF-CAMPUS EVENTS

CSOs are welcome to host events off-campus. You do not need to get approval from UNM to host events off campus. However, if using you are using any UNM funding to cover event costs, you must follow all UNM financial and purchasing policies. When hosting an event outside of UNM, make sure to follow all guidelines set forth by the event venue and comply with all state, local, and federal laws.

SAFETY AND LIABILITY

RISK MANAGEMENT

Risk management is the process of identifying potential risks that may arise during an activity and developing strategies to avoid injury, damage to property, and financial losses. UNM's liability insurance does not cover chartered student organization events. For

moderate and high risk activities, you may be required to purchase insurance if your event will be held on-campus. Even if you believe the risks associate with your event are low, please use common sense measure to negate risk wherever possible. When planning your event, consider the potential risks associated with:

- Physical activities: can this activity lead to injury or death? What equipment and/or do participants need to conduct the activity safely?
- Food safety: are you serving high risk foods (likely to grown bacteria) such as meat, dairy, eggs or shellfish? Do you have a handwashing station? Are you able to clean and sterilize equipment properly?
- Transportation: will members be driving their own vehicles or carpooling? Are drivers insured and does their insurance cover their passengers? Are vehicles reliable enough to make it to the destination safely? Do you have enough drivers to rotate and take breaks? Are hired busses, vans, or shuttles insured and inspected by the business owner?
- Age of participants: are participants under the age of 18? Will parents/guardians be helping to supervise minors? Does the event comply with UNM's *Minors on Campus Policy*?
- Probability of and seriousness of adverse events: how likely is it that harm will occur? How severe will the impacts be?

WAIVERS

Waivers, while not foolproof, can be a helpful tool in protecting your organization from liability. Before using a waiver it should be reviewed by your advisor, Student Activities Center staff, or UNM's legal counsel. Completed waivers should be kept on file for 5-7 years, so consider scanning them and giving a digital copy to your advisor.

SIGNS AND BANNERS

UNM's Sign Shop offers affordable custom signage for UNM student organizations, offices, and departments. Your group must have a UNM Index (internal bank account) established in order to use Special Activities' services. They offer the following services:

- Banners
- Name plates
- Plaques
- Poster boards
- Stickers

For more information and to request a quote, contact the Sign Shop at (505) 277-0347.

SOUND

SOUND POLICY

The production of sound, either amplified or non-amplified, in conjunction with an outdoor event or speech activity under *Policy 2220: Freedom of Expression and Dissent*, may not substantially disrupt educational activities and other University business. The Student

Activities Center reserves the right to set limits on location, permissible sound levels, and amplification to minimize adverse impacts on University activities.

Sound amplification may not exceed 88 decibels at the source. For reference, 88 decibels is just slightly louder than a telephone dial tone. Amplified sound is not permitted in any area of campus during regular business hours (8:00 am to 5:00 pm). Amplified sound includes electrified audio equipment (e.g. speakers, microphones) and instruments which produce their own amplification (e.g. drums, trumpets, guitars). The only exception to this policy is that, with prior approval from the Student Activities Center, amplified sound is permitted in the SUB Mall area between the hours of 12:00 and 1:00 pm.

Outside of regular business hours, amplified sound may not substantially disrupt University residential areas and the surrounding city neighborhoods. During the week of final examinations no events involving amplified sound are permitted. If amplified sound is substantially disruptive, the event sponsor will be asked to reduce the volume or face termination of the event.

AUDIO EQUIPMENT

For events approved for amplified sound, CSOs may request audio equipment. If the event will be held inside of the Student Union Building, you may request amplification, projection, and more from the SUB Event Planning Office. For other on-campus events, CSOs can check out a portable speaker system from the Student Activities Center so long as it is checked out and returned within operating hours (8:00 am to 5:00 pm). Groups may not keep equipment overnight or for the weekend. CSOs can also request audio support from ASUNM's Student Special Events (SSE) committee by filling out a co-sponsorship request (<http://sse.unm.edu/>). Co-sponsorship by SSE is not guaranteed.

RAFFLES

Under the New Mexico Bingo and Raffle Act, N.M. STAT. ANN. § 60-2F-26 (1978), individual units of the University and CSOs may hold up to four fundraising raffle or bingo events within a calendar year, and up to one raffle or bingo event within any three consecutive calendar months.

The number of raffles or bingo events must be kept within these limits to preserve an exemption from the Bingo and Raffle Act's licensing and permitting provisions.

Raffle tickets are not tax deductible as charitable contributions, except in the rare circumstance when the amount charged for a drawing exceeds the value of the top prize. When raffle winnings equal or exceed six-hundred dollars (\$600), raffle organizers should notify the Taxation Department to discuss the IRS reporting and tax obligations of the University, which may include the need to issue an IRS Form 1099.

RESOURCES

Chartwells (food truck approvals)
Paul Wilson-Scott (District Manager)
(505) 277-2738
Paul.Wilson-Scott@compass-usa.com

Classroom Scheduling
Mesa Vista Hall, Suite 1035
(505) 277-4336
schedule@unm.edu
unm.edu/~schedule

Facilities Management (equipment)
(505)277-7246
SpecialActivities@unm.edu
fm.unm.edu/services/special-activities-and-movers

Johnson Center
(505) 277-0178
recsvcs@unm.edu
Department site: recservices.unm.edu
Reservations: ems.unm.edu

Medicine Bow (EMS services)
(505)272-6240
emed.unm.edu

NM Environment Dept. (food permits)
(505)222-9500
env.nm.gov/foodprogram

Outdoor Space Reservations
ems.unm.edu

Parking & Transportation Services
(505) 277-1709
parktran@unm.edu
pats.unm.edu

School of Medicine Scheduling
(505) 272-3414

School of Law Scheduling
(505) 277-2146

Sign Shop (banners)
(505) 277-0347
fm.unm.edu/services/sign-shop

Student Activities Center
SUB, Suite 1018
(505) 277-4706
sac@unm.edu
sac.unm.edu

Student Government Accounting Office
SUB, Suite 1018
(505)277-7888
sgao@unm.edu
sgao.unm.edu

Environmental Health & Safety
(505) 277-2753
EHSWEB-L@list.unm.edu
ehs.unm.edu

Student Special Events (ASUNM)
SUB, room 1064
(505) 277-5602
sse@unm.edu
sse.unm.edu

Student Union Building Event Planning
SUB Suite 1094
(505) 277-5498
subevent@unm.edu
sub.unm.edu/event-planning

UNM Campus Calendar
(505) 277-5813
ucam@unm.edu
ucam.unm.edu/events

UNM Food (catering)
SUB Suite 1077
(505) 277-1362
food@unm.edu
Information: food.unm.edu
Menu and pricing:
unmcatering.catertrax.com

UNM Police (security)
(505)277-2241
police.unm.edu