SECTION 11: PUBLIC AFFAIRS

SPORTS INFORMATION

1. Purpose
   a. The Sports Information Office is responsible for managing and directing the dissemination of information specific to the department of intercollegiate athletics and in particular the performance of individuals and teams within the program. Further, the department is responsible for creating, editing and producing all publications for the intercollegiate athletic program. Although not all inclusive, the following is a listing of important tasks performed by the sports information staff.

2. Publications
   a. Game Day Programs
      i. For Olympic Sports the sports information staff will develop and produce a game day program for all home competitions. A basic format/template applicable for all sports will be developed at the beginning of each school year. All game day programs will have a similar look with only slight variations as determined at the discretion of the sports information office. All programs will be black and white copier quality.
      ii. For Revenue Sports, the sports information office is responsible for developing the sport related content and selecting photographs for the program. They work in cooperation with the marketing department to determine the size based on advertising content and assist with the cover design.

3. Record and report game statistics and results
   a. Secure and maintain statistical records for all sports. Train and oversee appropriate game staff for the purposes of maintaining game and individual statistics.
   b. Prepare and distribute releases to the appropriate media outlets be it newspaper, radio, television or sport specific publications.
   c. Forward appropriate statistics and results as necessary to the conference office, NCAA or other sport specific organizations.

4. Photography/Video
   a. Oversee the acquisition of photographs for each sport to include team, individual and action shots. Maintain a computer file of all photographs by sport.
   b. Oversee and manage the production of the All Sport Highlight Video.
   c. Oversee and manage the production of the Football Highlight Video.

5. Maintain the athletic department Website.
   a. Timely updating of all information to include schedules, staff directories, sport specific information and statistics.
   b. Continually review the website home page and content management system and recommend changes and/or upgrades as appropriate. For approved changes, initiate and supervise the procurement and purchasing process with the contracted vendor.
c. Maintain and update E-Mail listserv.

6. Media Relations
   a. Maintain a positive working relationship with local, regional and national media contacts.
   b. Develop, write and distribute feature stories specific to events and/or individual and program achievements.
   c. Serve as the departmental liaison with the public affairs department of the College.
   d. Arrange and organize media conferences for selected ‘events’ working in concert with the special events coordinator, as appropriate.

MARKETING AND PROMOTIONS
1. The Assistant Athletic Director for Marketing, Promotions and Ticket Operations and the Director of Corporate Sales and Sponsorships are responsible for all athletic department promotional activities, including, but not limited to, corporate partnerships, trade out agreements, advertising sales, radio/television negotiations, promotional events or materials, and season and group ticket sales. To follow are examples of annual projects directed by the marketing office including sponsorship/partnership for all items.
   a. Arena and stadium signage
   b. Game or event sponsorships
   c. Schedule Cards and/or seasonal magnets
   d. Advertising in game day programs for Football and Basketball
   e. Season ticket sales
   f. Halftime entertainment; Game day events (i.e.: Skydivers, marching bands, etc.)

2. Within the Athletics Department, those sports programs with revenue generating potential are considered to have priority in the marketing effort.
   a. The priority system is as follows:
      i. Football
      ii. Men’s and Women’s Basketball,
      iii. Men’s and Women’s Soccer
      iv. Baseball
      v. Olympic Sports
      vi. Special events selected by the athletic department

3. Solicitations:
   a. All solicitations for goods or services must be approved and coordinated by the Director of Corporate Sales and Sponsorships. Prospect clearance is required prior to making contact for any solicitation be it for advertising or sponsorship dollars, food, services, room nights or equipment, to name a few.
   b. All advertising, sponsorship or mutually beneficial agreements with an outside entity must be defined by a written Partnership Agreement. All Partnership Agreements must be generated by the Corporate Sales and Sponsorships office with signature approval by the Athletic Director.
c. Once signed by all parties, Partnership Agreement originals will be maintained in the Business Office with a copy maintained in the Corporate Sales and Sponsorships Office, and a copy sent to the participating partner, along with affected staff.

d. The WMAA Business Office monitors the billing procedure, sending bills as specified in the partnerships and crediting payments as received. All billings include tear-sheets or any other materials that provide proof of performance to the contracting advisor.

e. Any account that remains outstanding after two billings, 90 days, will be turned over to the Director of Corporate Sales and Sponsorships for collection.

4. The Director of Corporate Sales and Sponsorships has oversight responsibility for all complimentary room nights obtained via corporate partnerships. These rooms are available to coaches for recruit official visits, and/or candidates for departmental staff positions based on availability. Requests for rooms should be forwarded to the Corporate Sales and Sponsorships Office at least one week in advance, preferably by email. There is no guarantee to meet all requests, but all requests will be considered.

5. The Athletic Department has exclusive rights for the use of all logos and trademarks related to the College of William and Mary Athletics Department. Any individual or organization outside the Athletics Department must have permission through our leasing agent to use any trademark or copyrighted item related to Tribe Athletics. All inquiries regarding licensing should be directed to the Marketing Office or the College licensing agent, Diana Tennis at 221-2500.

6. At any time, if you should receive a free item or service based on an arrangement by the Corporate Sales and Sponsorships Office with an outside organization, please take it upon yourself to thank the individual or company that was involved. While we try to express our gratitude to all Tribe Athletics partners, nothing is as valuable as a note from you or your student-athletes showing your appreciation.

7. Keep in mind that there are specific NCAA restrictions relative to the involvement of coaches or student-athletes in promotional activities or for items sold or displayed in the marketplace that feature the name or likeness of current student-athletes. Refer to the Compliance Manual or contact the Director of Compliance with any questions or concerns.

SPECIAL EVENTS

1. The Director of Special Events is responsible for coordinating selected athletic department special events. The targeted events are functions that have been approved by the athletic department and are restricted primarily to those designed to raise funds for certain areas of the department.

2. If a special event is being produced by an individual team, the head coach should work with the Director of Special Events regarding the various details mentioned below.

3. The position is responsible for the following:
   a. Design and coordinate special events, incentive programs and sponsorship packages to raise money for the athletic department and increase the attendance at events.
b. Negotiating contracts, contract fees and implement budget plans for special events.

c. Oversee event logistics such as site selection, invitations, guest lists, seating arrangements, client communication and program agendas.

d. Supervise special events staff, Tribe Ambassadors and volunteer staff.

4. The position is responsible for the following events:

a. Athletic Fundraising Events
   - Lord Botetourt Auction

b. Team Fundraising Events
   - Colonial Half Marathon

c. Athletic Hospitality Events
   - Donor Dinners
   - Basketball Halftime Socials
   - Basketball “Open” Practice night
   - Basketball Courtside Club
   - Tribe “hosted” playoff events
   - ITA Hall of Fame (even number years)
   - W&M Hall of Fame Dinner
   - Football Alumni Reunion

d. Golf Tournaments
   - Tribe Club Pro-Am Golf Tournament
   - Tribe Club Invitational

e. Additional Events
   - Scholarship Donor Luncheon
   - Century Club Dinner
   - Athletic Awards Banquet
   - Senior Awards