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Event Guidelines and Policies

Simplifying and Navigating to Achieve a Successful Event

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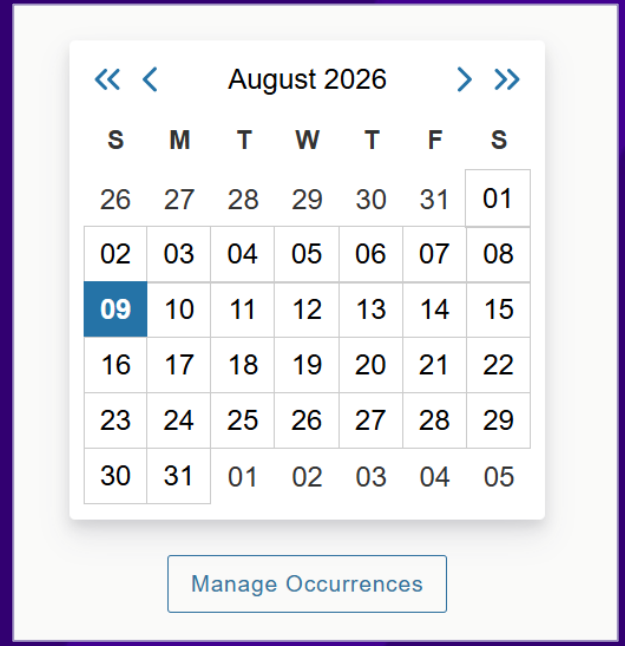
Do I need a reservation?

Mandatory Reservations (25Live)
All events require reservations to ensure coordination and compliance with university policies. These reservations should be made at least 5 days in advance of your event.

On-Campus Event Support
Reservations enable space allocation, security, and logistical support with necessary university resources.

Off-Campus Event Compliance
Groups can coordinate with the SGA/GSGA Advisor to ensure the event approval process is being followed, ensure a successful event and all requirements met.

Benefits of Early Planning
Early reservation avoids scheduling conflicts and guarantees smooth event experiences.



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Submitting 25Live Requests

Detailed Event Requests

Students should submit detailed event information via the **EVENT FORM** in 25Live, including the event title, date, time, attendance, and special needs. Submissions must be 5-days or more before your event.

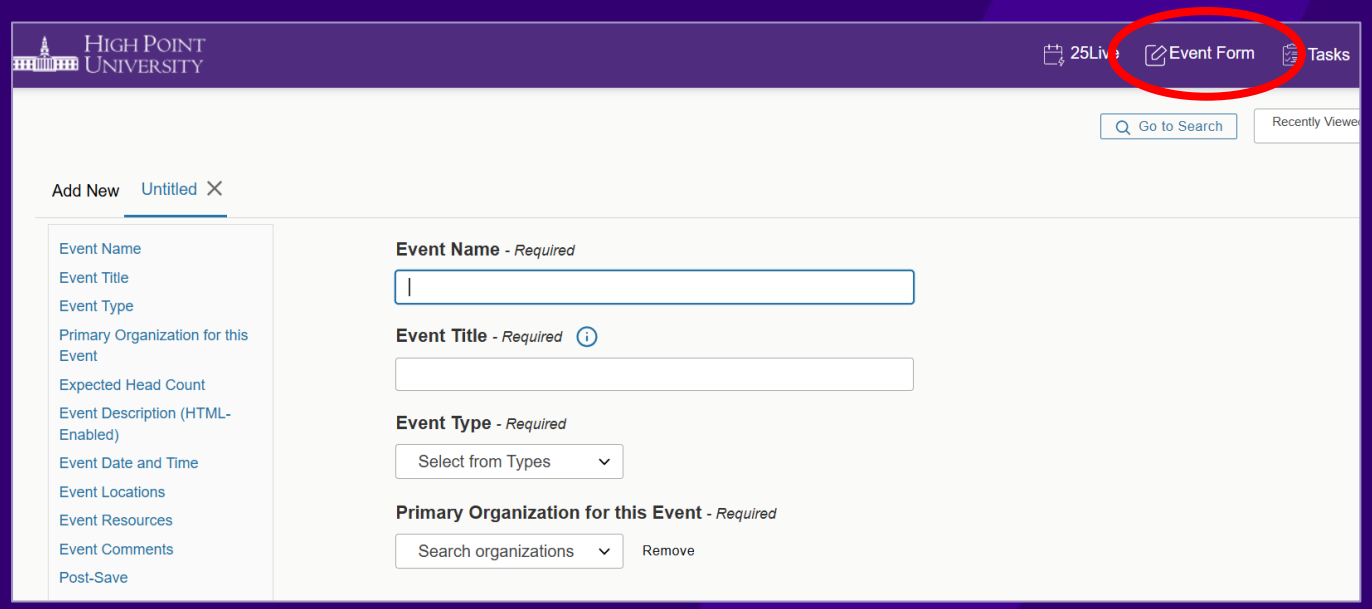
Space Availability and Scheduling

25Live allows users to view available on-campus spaces and prevents double-booking by managing scheduling efficiently.

Note: For spaces managed by academic departments and schools – those may need to be submitted by the department administrator and not the organization.

Approval and Coordination Process

Requests undergo an approval process, ensuring timely coordination and policy compliance.



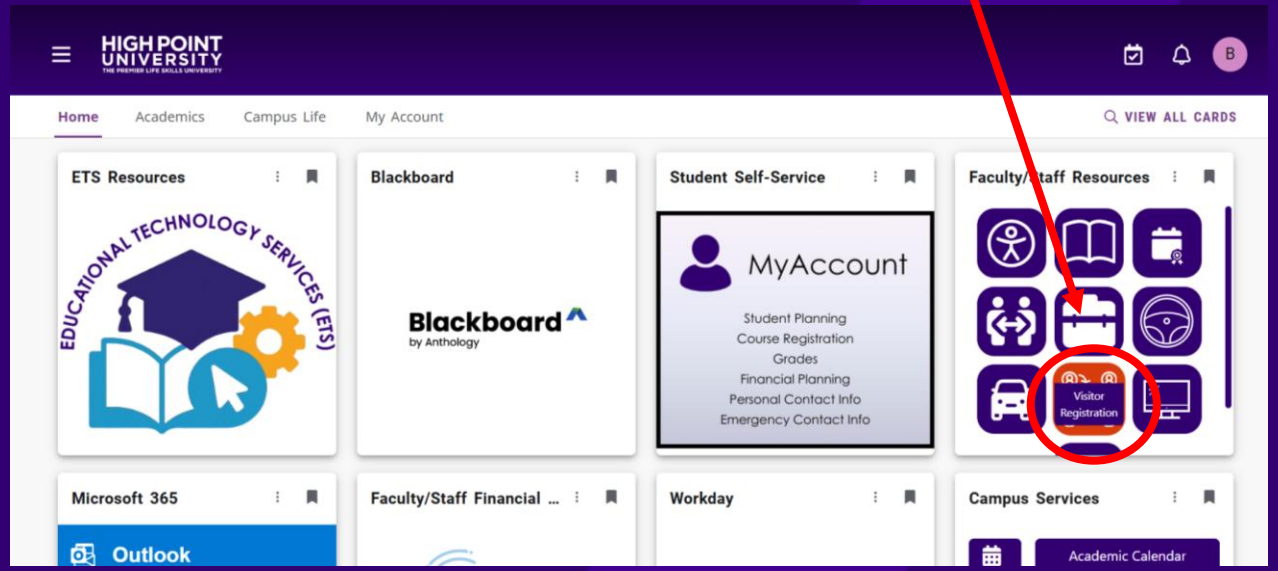
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External Guests

Visitor Registration (External Guests) **[*Smaller Events*]**
The iVisitor system registers non-university attendees by collecting essential visitor information for security monitoring. Guests are on a list upon arrival at the Welcome Centers and will be directed to the appropriate parking location and building.

START Form for Event Logistics
[Security Time and Responsibility Tracking]
The START form coordinates parking, building access, and security staffing to prepare departments for guest events.

Ensuring Safety and Efficiency
Timely form submissions help prevent delays, ensuring a secure and well-managed environment for external guests.



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Room Setup & Housekeeping

Coordinating Room Setup

Organizations coordinate with **Campus Enhancement (CE)** to arrange tables and chairs for functional event layouts. CE Workorders are required – *one for EVENT SETUP and one for EVENT BREAKDOWN*.

Special event setups may require additional approvals and coordinated resources.

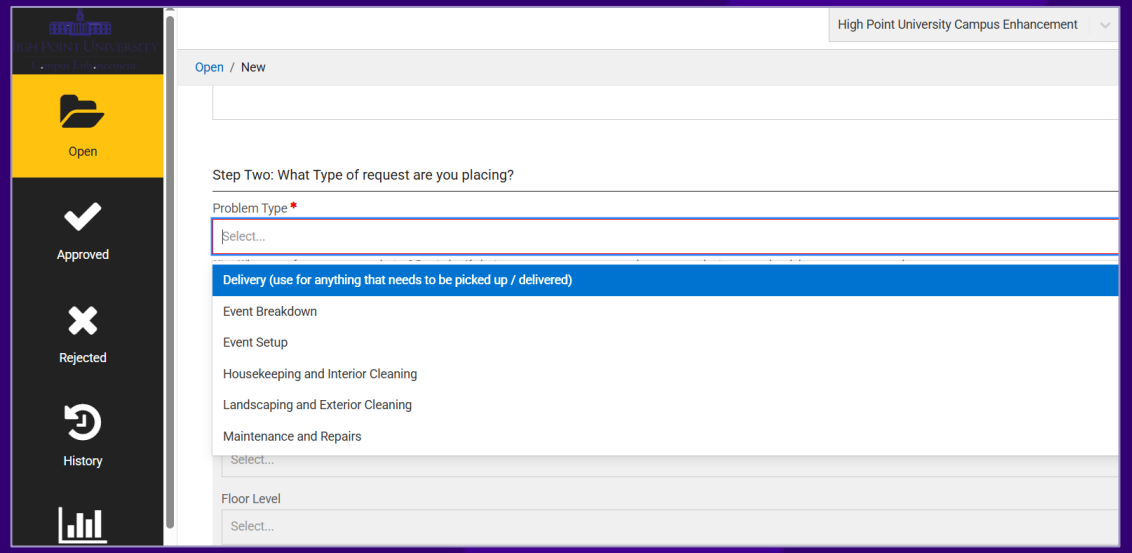
- Stages, table, chair rentals: coordinate with preferred vendors
- Audio/Visual: coordinate with Office of Information Technology (OIT)

Housekeeping Responsibilities

Housekeeping ensures cleanliness before, during, and after events, maintaining trash disposal and restroom upkeep. It is best to enter a CE workorder with specific needs.

Importance of Clear Communication

Effective communication with facilities and housekeeping prevents logistical issues and improves attendee experience.



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Catering

Approved Catering Vendors

Harvest Table is our sole University food vendor. All on-campus events must use Harvest Table for their catering needs. Off-campus events have more flexibility with external vendors.

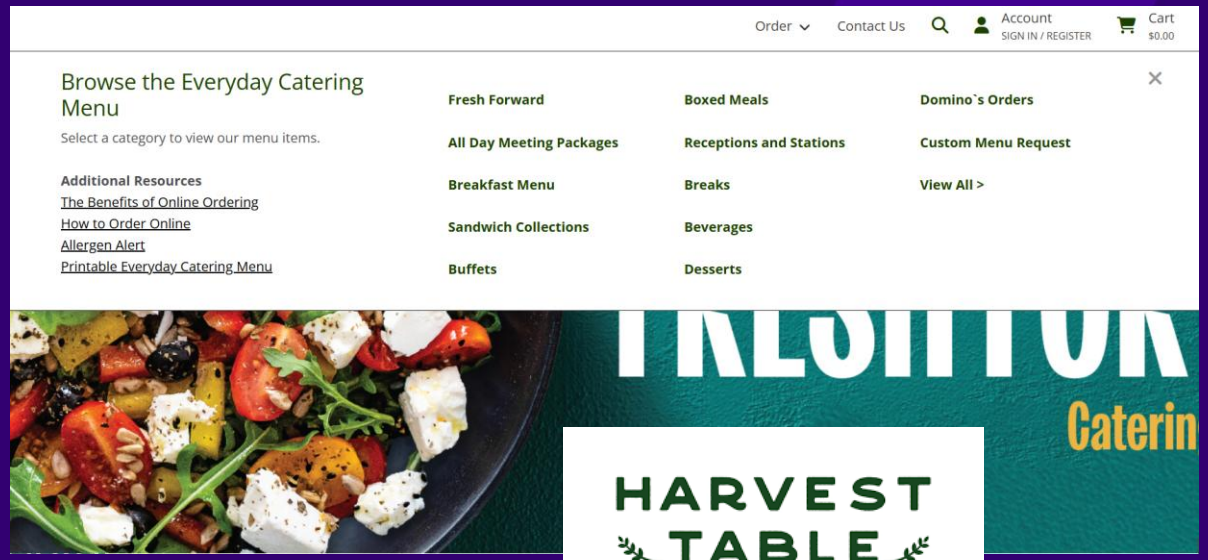
Restrictions on Outside Food

Bringing outside, or unapproved, food is generally prohibited without prior authorization to ensure safety.

- Food purchased off-campus under $150 is allowed with prior approval.
- For orders $150 or more, Harvest Table approval is required.

Advance Planning Required

Catering requests should be submitted no later than 72-hours before the event.



https://hpu.catertrax.com/ | Catering@highpoint.edu

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Off-Campus Events

Role of Event Coordinator
Organization student leaders and their advisor should work with the SGA/GSGA Advisor who assists students with venue selection, contract negotiation, and risk management for off-campus events.

Importance of Contracts
All contracts must be emailed to the SGA/GSGA Advisor in advance for the HPU Business Office to review. Students, faculty or staff *cannot* sign contracts on behalf of the University.

Preferred Vendors
High Point University has a full list of preferred vendors for off-campus event needs (i.e., venues, catering, rentals, entertainment, and more).

Compliance and Safety
Coordination ensures off-campus events comply with branding, transportation, insurance, and safety protocols.





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Brand Essentials

- "High Point University" must be the primary visual on both the front and back of all marketing materials.
- The primary brand color for High Point University is Royal Purple. This color should be incorporated in all university communications.

Branded QR Codes

All QR codes should be branded. You can request one at the form below. Under "Category for your request" choose QR code.

SCAN HERE

Branding Approval

If your team is creating/designing printed material, advertising or any item to be distributed you must fill out the Branding Approval Form.

SCAN HERE

Design Requests

Faculty and Staff may submit design support for university logos, events, programs, and marketing materials.

SCAN HERE

New Student Clubs and Organizations should request an approved logo through the Design Request Form.

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Sample Timeline

TASK	RECOMMENDED LEAD TIME
Reservation via 25Live	4-6 weeks before event
Catering Request	3-4 weeks before event
Graphics Approval	2-3 weeks before event
iVisitor & START Form **Room Setup & Housekeeping**	1 week before event
Follow up on all tasks	3-5 days before event

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Key Resources

University Events

- https://www.highpoint.edu/event-planning/
- 25Live: https://25live.collegenet.com/pro/highpoint#!/home/event/form

Office of Communications

- Branding Guidelines: https://www.highpoint.edu/ooc/branding/
- Branding Approval Form: https://www.highpoint.edu/ooc/branding/branding-approval/

HPU Security/Transportation

- START Form: https://www.highpoint.edu/concierge/start-form/

Harvest Table (Catering):

- https://hpu.catertrax.com/

Campus Enhancement

- https://highpoint.us.accelix.com/