Internal Event: An event organized by a university office or a registered student organization for the benefit of, and where participants are, university employees, students, or prospective students.

GEORGE MASON UNIVERSITY

SciTech Campus

External Event: An event that meets any one of the following criteria is defined as an external event:

- The organization is identified as a business, including but not limited to an LLC or 501(C).
- The organization does not hold a university organization code.
- The Event Client is not an employee or registered student of the university;
- The event is identified by or references an external organization exclusively;
- The university receives payment for resources or services from an external individual or organization to host an event; or
- The event charges a fee to participate and revenues generated from the event are routed to a non-university account.

University departments, employees, and recognized student groups may not accept payments on behalf of external organizations to reserve or use university space.

Sponsored Event: An event scheduled by an external organization in collaboration with a university department**.**

- Sponsoring departments must complete a Sponsorship Request Form, which must be approved by the Vice President of Communication and Marketing.
- The university reserves the right to enter into a formal contract with external organizations for use of university spaces when it is mutually beneficial to do so.

Employees and registered student organizations may not schedule space on behalf of an external organization.

Life of an Internal Event

Mason representative (requester) requests space through 25Live

***All space requests are processed through 25Live**

I don't have a 25Live account

To gain access to 25Live, faculty and staff must request a new user account and attend a training session.

25Live New User Request
https://events.gmu.edu/scheduling/25live-new-user/

Now I have an account!

I have a 25Live account.

Submit request

https://25live.collegenet.com/gmu/#home_my25live[0]

Requesting Events in 25Live guide

https://events.gmu.edu/wp-content/uploads/2017/09/Requesting-Events-in-25Live-v24.pdf

Event scheduler will process event request. Process time approximately 48 hours but varies depending on complexity of event.

Event scheduler will contact requester to discuss details and provide an estimate, if applicable.

Requester approves estimate. Scheduler confirms reservation.

Event is held, final invoice is sent and event office submits JV transfer.

Life of an External Event

External client contacts event office to inquire about space.

Event scheduler provides the external client the link to the online reservation form.

External client submits reservation form online.

Event scheduler processes event request & contact external client to discuss details.

Event scheduler provides an estimate, contract and request for certificate of insurance (COI) to external client.

External client returns signed contract, COI, and deposit to event scheduler.

Event scheduler sends confirmation of event.

Event scheduler contacts external client 2 weeks before event to finalize details.

Event is held.

Invoice is finalized and sent to external client for payment.

Life of a Sponsored Event

Requirements for Sponsorship: (all requirements must be met)

The event is a partnership between the University and an external organization/s.
The University is/will be recognized in all marketing materials as a sponsor or co-organizer of the event.
The purpose and content of the event is relative and consistent with the educational mission of the University.
The event meets the overall strategic goals and purpose of the sponsoring school, department, institute, or unit.
The university event client is/will be present for the entirety of the event and is the point of contact for the events management team. The name of the individual and contact information must be provided at the time the reservation is made.
The university event client/unit/department is responsible for all fees associated with the event.

Mason department

Mason Department selects a representative to plan the event with the external group and be the liaison between the external group and the event scheduler.

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Mason and external group partner for an event.

External group

External group works with Mason Department representative to plan the event.

Life of a Sponsored Event

Mason representative (requester) requests space through 25Live

***All space requests are processed through 25Live**

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25Live New User Request
https://events.gmu.edu/scheduling/25live-new-user/

Now I have an account!

I have a 25Live account.

Submit request, in "Select Event Attributes for this event", select **"yes"** for "**Are you partnering with a NON-GMU Org"**

https://25live.collegenet.com/gmu/#home_my25live[0]

Requesting Events in 25Live guide

https://events.gmu.edu/wp-content/uploads/2017/09/Requesting-Events-in-25Live-v24.pdf

Event Scheduler provides **Sponsorship Request form** to Mason representative to be completed and signed by their Dean or VP of their department. This form is returned to the event scheduler to be submitted for approval.

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Life of a Sponsored Event

Mason liaison will be notified of sponsorship approval status.

Mason department

Unapproved sponsorships

Mason requestor contacts external group and informs them sponsorship was not approved.

External group

Can reserve space as an external event.

Approved sponsorships

Mason representative informs event scheduler if department is paying or external client is paying for event costs.

Mason department paying

Event scheduler provides an estimate to Mason liaison.

External group paying

Event scheduler provides an estimate to external client and Mason liaison. Provides contract and request for certificate of insurance (COI) to external client.

Continued on next page

Life of a Sponsored Event

Mason department paying

Mason liaison approves estimate.

Event scheduler sends confirmation of event to Mason liaison.

Event scheduler contacts liaison 2 weeks before event to finalize details.

Event is held and invoice sent to responsible party.

External group paying

External client returns signed contract, COI, and deposit to event scheduler. Event scheduler sends confirmation of event to external client **AND**