

HIGH-PROFILE OUTDOOR EVENT GUIDANCE

Division of Student Affairs

This guide is for external clients who want to use campus spaces for big promotional events, like those related to TV networks or college sports. Collaborating with the Division of Student Affairs can help ensure that large events run smoothly, follow campus procedures and meet the expectations of all participants.

Most of these events will be held in outdoor areas managed by different stakeholders and venue schedulers. Possible locations include Farrand Field, Sewall Field, Norlin Quad and Williams Village Field. However, the specific needs and details will depend on the client's requests.

GENERAL PRACTICES AND PROCEDURES FOR CLIENTS

Most commercial promotions on campus must be part of an approved event with reserved campus spaces.

Organizers of large promotional events related to college sports need to complete an Event Management Form (EMF).

- The UMC Events Planning & Catering team will start the EMF, and a member of the sponsoring entity (usually CU Athletics) will complete it with the client's input.
- Once the EMF is done, it will be shared with relevant colleagues to ensure everyone is aware of the event details.
- Campus spaces will be reserved when the EMF is initiated, in coordination with the affected venue schedulers (e.g., the Rec Center, the University Memorial Center).
- All needed spaces should be requested during the initial inquiry whenever possible to avoid confusion later.

The following policies and links provide more details on using fields and other outdoor spaces.

POLICIES AND PROCEDURES FOR USE OF FIELDS, OUTDOOR SPACES AND FACILITIES

The [Campus Use of University Facilities \(CUUF\) Policy](#) and the [CUUF Procedures](#) regulate how campus grounds, buildings and facilities are used. These documents exist to support our campus mission and prevent any disruptions to university activities, whether academic or non-academic.

Things to Know About CUUF

It's important for anyone planning an event on campus to review and understand CUUF policies and procedures. Here are some key points:

- Temporary structures like tables, tents, carts and signs can only be placed in reserved areas noted in the EMF.
- Leaving unattended literature, such as handbills and flyers, is not allowed anywhere on campus.
- Distributing stickers is discouraged and may result in a removal fee if they are found on campus property.
- Chalking is only allowed on uncovered, ground-level surfaces at least 10 feet away from building entrances.
- Without prior approval through the EMF, amplified sound is mostly restricted during weekday business hours in [certain areas](#).
- After receiving EMF approval, the level of sound cannot exceed 80 decibels when measured at the perimeter of the event space.
- Posters and flyers cannot be posted outdoors, except on the Ekeley kiosk.
- All indoor posters and flyers must be stamped or approved through a designated process, which varies by building.

Review the detailed [FAQ on CUUF procedures](#).



FOOD RESTRICTIONS

- Food trucks and food carts are not allowed on main campus due to our [third-party food service provider policy](#).
- Several facilities managed by Campus Dining Services do not allow outside food or catering. These include the UMC and its nearby outdoor areas, the Center for Community, the Village Center and residence hall spaces.
- Food in these restricted areas can be provided by [CU Events Planning & Catering](#) if orders are placed before deadlines, or by one of the approved food [vendors inside the UMC](#).

CAMPUS FIELD POLICY

Staking equipment into the ground is not allowed on Farrand Field and is restricted on other fields (like Norlin Quad, Williams Village Field) with required utility locate service.

Other prohibited equipment and actions include vehicles on fields and any activities that could damage the turf (e.g., cooking on the field, disposing of excessive ice or water, prolonged impact to a single area of turf).

[Heavy-duty protective flooring](#) is required on campus fields. Flooring must cover the route for forklift load-in and the area under major setup pieces (e.g., stage, trailers, scaffolding, main crowd area).

Generators need a secondary containment container underneath to prevent oil or gas spills.

Review the full [Recreation Facilities general use policy](#).

WEATHER

Events may be canceled or delayed if there is inclement weather or poor field conditions. University and Student Affairs leadership will make the final decision about any cancellations or delays.

Clients or the designated campus department sponsor will be responsible for any damage and repair costs.

FACILITY RECOVERY/REPAIR PROCESS

Clients should review and understand the [Facility and Field Damage Policy](#).

ASSESSMENT

Assessment of damage and necessary repairs will be conducted the week following event. The facilities management turf manager and facility manager will conduct the assessment.

Clients agree that the assessment of damage and the decision on required repairs are final and cannot be negotiated. Repairs may need to be delayed until the next growing season.

REPAIR COSTS

- Repair costs are usually \$1.50-\$2.00 per foot, which can lead to damage charges exceeding \$100,000.
- Additional fees may be charged for policy violations or negligence that result in damage.
- A deposit might be required after the damage assessment and before the final repair invoice.