

Section 1 | Policies and Procedures

Recent policy changes will appear in highlighted and italicized font.

I. Definitions

A. Sport Club Program Organization Requirements & Application Process

Admission into the Sport Club Program at the University of Iowa as part of Recreational Services is determined each year by the Recreational Services Sport Programs staff in conjunction with the Office of Leadership, Service, and Civic Engagement (LSCE). Groups wishing to return as Sport Clubs must meet the requirements for being a Sport Club in good standing according to the policies and procedures outlined in this Guidebook.

To be a member of the Sport Club Program, a student organization must meet all the following guidelines:

- Meet the expectations of the Sport Club Program and Recreational Services, as outlined in this document and any additional annual club agreements.
- Have an active Sport Club membership of ten or more members. All members must be currently enrolled students at the University of Iowa.
- Must compete in a minimum of two contests per academic year including one contest outside of Johnson County
 - Must be competing against a group or club outside the University of Iowa
 - Must send at least four members (does not include coaches/instructors)
 - The event must be competitive in nature, in which there are winners and losers
 - Submit proper pre- and post-travel paperwork for trips outside Johnson County
- Remain in good standing with the University, Recreational Services, and Sport Programs
- Have four officers (President, Vice-President, Treasurer, Travel Officer) willing to dedicate time and effort into effectively and efficiently running club operation. The President, Vice President, or Treasurer may also serve as the Travel Officer. Officers are to be elected in early-April for the following school year to allow proper transition between outgoing and incoming officers.
- Club officers (President, Vice-President, Treasurer, Travel Officer) attend Fall and Spring Sport Club Officer Training meetings.
- Demonstrate proficient club leadership, including proper submission of paperwork and meeting other requirements of the Sport Club Program (returning clubs only).
- Have proper transition materials to help new club leadership function efficiently and effectively (returning clubs only).
- Require members to pay dues of at least \$50/semester or \$100/year.

Additional reasons for an organization not gaining or retaining admittance into the Sport Club Program include but are not limited to:

- Non-existent or demonstration of ineffective student leadership.
- Decline in student interest and support.
- Demonstration of club mismanagement.

- Inability to abide by Sport Club, Recreational Services, and University policies and procedures.
- Violation(s) of Recreational Services and/or University facility policies.
- Inability of the Sport Club Program as part of Recreational Services to benefit the club through staff expertise or facility space.
- Purpose or goals no longer compatible with the goals and mission Recreational Services.
- Sport Club for that sport/activity already exists.

B. Re-Registration

To renew membership as an active sport club, all returning clubs must complete the Sport Club Re-Registration process on Engage at the beginning of each fall and spring semester and summer session. Re-Registration Forms for each semester/session will be found on the Home page of Engage under “Organizations.” Club practices or activities may not begin without the appropriate Re-Registration Form first being approved by the Sport Programs Office. Sport Clubs failing to complete the appropriate Re-Registration Form will not be allowed to return to activity for that given semester/session. See below for a breakdown of each semester’s re-registration material and deadline.

2022 Fall Semester – Due August 10, 2022

- *Constitution*
- *Officer Information Form*
- *Practice Schedule Information Form*
- *Dues Information Form*
- *Coach/Instructor Agreement*
- *Club Roster*
- *Club Community Member Roster*
- *Monthly Events Schedule (August 22 – October 2)*
- *CPR/AED/First Aid Certificates for Safety Officers*
- *Concussion Certificates for Safety Officers*

2023 Spring Semester – Due January 11, 2023

- *Officer Information Form*
- *Practice Schedule Information Form*
- *Dues Information Form*
- *Coach/Instructor Agreement*
- *Club Roster*
- *Club Community Member Roster*
- *Monthly Events Schedule (January 23 – March 5)*

2023 Summer Session – Due May 10, 2023

- *Officer Information Form*
- *Practice Schedule Information Form*
- *Dues Information Form*

- *Coach/Instructor Agreement*
- *Club Roster*
- *Club Community Member Roster*
- *Monthly Events Schedule (May 15 – August 20)*

C. Sport Club Allocations Board

The Sport Club Allocations Board (SCAB) is a committee of elected *student* club representatives that are assigned with the task of allocating funding to individual clubs. The Sport Club Program funding is allocated to the program through the Recreational Services master budget. The SCAB takes funding from Recreational Services and allocates to individual clubs based on their budget requests and presentations. The Sport Programs staff serves as advisors to the SCAB members during this process but have no votes in the allocation of funds. All members of the SCAB must remain in good standing with Sport Programs, Recreational Services, and the University.

II. Expectations

A. Accountability of Sport Club Officers

Club officers and members are responsible for all policies and procedures outlined in the Sport Club Guidebook. It is the student's responsibility to be familiar with its contents as they go about their business in administering the club. Failure to know is not an excuse for those not observing policies and procedures.

Clubs or individual members who fail to conduct themselves in an appropriate manner will be sanctioned. All cases of discipline will first be reviewed by the club's assigned Assistant Director of Sport Programs to determine appropriate actions. Clubs or its participants receiving sanctions may appeal the decision to the Associate Director of Sport Programs. Organizations or individual students filing such appeals should be aware that the Associate Director of Sport Programs might choose to levy a sanction greater than the one appealed. Extremely severe infractions will be referred to the Office of Student Accountability (OSA).

Sport Clubs function as part of the University of Iowa campus community and are representative of the University as they travel throughout the state or nationwide. Consequently, they are held to a high level of conduct both as collective organizations and as individuals. The parameters of acceptable behavior have been established by Recreational Services, LSCE, the University of Iowa, and the governing bodies of each individual sport. Club officers need to be aware of these expectations and ensure their members adhere to all policies and procedures.

B. Image and Perception

Sport Clubs, as with any organization, need to be aware of the image they may portray to the general public, campus community, and potential and current members. In addition to representing themselves, Sport Clubs represent the entire Sport Club Program, Recreational Services, LSCE, Division of Student Life, and University of Iowa. Common sense and good taste should be employed when a club or its members divulge information about the club via

websites, social media, message boards, chat rooms, or any other media. Sport Clubs that are discovered to be engaging in inappropriate behavior or are presenting the club in poor taste will be sanctioned. Examples of this type of behavior include, but are not limited to, lewd acts, irresponsible alcohol consumption, alcohol use during any club events, hazing, sexually explicit images, or a general disregard for a standard of decency.

III. Eligibility

A. Participants

- *All University of Iowa students are eligible for participation in the Sport Club Program. Students will be defined as those who have student status in the [University of Iowa Directory](#).*
- Community members and University of Iowa faculty and staff are eligible for participation.
- *Minors, those under the age of 18, are not eligible for participation in the Sport Club Program unless they are a currently enrolled student.*
- Specific national, state, and/or local governing bodies may have eligibility requirements that are not consistent with the eligibility requirements of the University of Iowa Sport Club Program. Contact the governing body for specific eligibility requirements. When such requirements conflict with Sport Club Program or other University requirements, Sport Club Program and University requirements will take precedence.

IV. Facilities

A. Field House

Sport clubs utilize many different areas of the Field House for practices, training, and special events. The following spaces are utilized by Sport Clubs:

- South Gym – Six basketball and volleyball courts
- Main Deck – *Five* badminton courts and two basketball and volleyball courts
- Activity Rooms – S461, S471, S481, S507 (Matted), S511 (Matted), S515, N464
- Meeting Rooms – 201 and E220
- Miscellaneous other spaces are utilized, such as converted racquetball courts
- The following policies must be followed when using the Field House:
 - All participants for any activity other than a special event must be eligible Sport Club participants as stated in this Guidebook.
 - All members must enter the facility by checking in at a Member Services Desk. If a member does not have a Recreational Services Membership, they must pay the Daily Walk-In Fee to enter the facility.
 - Condition of the facility must be left better than it was found. This includes picking-up after club use.
 - Clubs that are scheduled for space must use the space at the scheduled time, unless prior notification/approval of the Sport Programs staff has been received.
 - Equipment in the facility is not to be moved in any way without prior approval of Recreational Services staff.

- Members who enter a closed facility are subject to immediate suspension from all Sport Club activities and banishment from all Recreational Services facilities for a period of up to one year. Additional charges may be filed with the OSA or University of Iowa Police.
- Harassment, or failure to follow the direction, of Recreational Services staff in any form will result in the immediate removal from the Field House and possible suspension from the facility.

B. Hawkeye Recreation Fields (HRF)

- The HRF consists of 12 natural turf outdoor recreation fields and four sand volleyball courts.
- The following policies must be followed when using the HRF:
 - Condition of the facility, other than normal wear and tear of field conditions based on specific activity, must be left better than it was found. This includes picking-up after club use.
 - Equipment at the facility is not to be moved in any way without prior approval of Recreational Services staff.
 - Alcohol is NOT permitted on the fields, in the parking lot, or in any other area of the facility. This includes alcohol that has been consumed (intoxicated participation is NOT permitted).
 - Members who enter a closed facility are subject to immediate suspension from all Sport Club activities and banishment from all Recreational Services facilities for a period of up to one year. Additional charges may be filed with the OSA or University of Iowa Police.
 - Harassment, or failure to follow the direction, of Recreational Services staff in any form will result in the immediate removal from the HRF and possible suspension from the facility.

C. Hawkeye Tennis and Recreation Complex (HTRC)

Sport clubs utilize many different areas of the HTRC for practices, training, and special events. The following spaces are utilized by Sport Clubs:

- Iowa Turf – Synthetic turf, often divided into north and south sections.
- Hawkeye Turf – Artificial, flat turf
- Tennis Courts – Eight indoor and 12 outdoor courts
- Meeting Rooms – N101 and 140
- The following policies must be followed when using the HTRC:
 - All members must enter the facility by checking in at a Member Services Desk. If a member does not have a Recreational Services Membership, they must pay the Daily Walk-In Fee to enter the facility.
 - Food and drink other than water, including gum, are prohibited from the turf areas and tennis courts.
 - Spitting is allowed in trash cans only.
 - Condition of the facility must be left better than it was found. This includes picking-up after club use.

- Members who enter a closed facility are subject to immediate suspension from all Sport Club activities and banishment from all Recreational Services facilities for a period of up to one year. Additional charges may be filed with the OSA or University of Iowa Police.
- Harassment, or failure to follow the direction, of Recreational Services staff in any form will result in the immediate removal from the HTRC and possible suspension from the facility.

D. Campus Recreation and Wellness Center (CRWC)

Sport Clubs utilize many different areas of the CRWC for practices, training, and special events. The following spaces are utilized by Sport Clubs:

- Natatorium – Olympic-sized swimming pool and diving well
- Activity Rooms – AR1, AR2, AR3
- Meeting Rooms – 1A/1B
- The following policies must be followed when using the CRWC:
 - All participants for any activity other than a special event must be eligible Sport Club participants as stated in this Guidebook.
 - All members must enter the facility by checking in at a Member Services Desk. If a member does not have a Recreational Services Membership, they must pay the Daily Walk-In Fee to enter the facility.
 - Condition of the facility must be left better than it was found. This includes picking-up after club use.
 - Clubs that are scheduled for space must use the space at the scheduled time, unless prior notification/approval of the Sport Programs staff has been received.
 - Equipment in the facility is not to be moved in any way without prior approval of Recreational Services staff.
 - Members who enter a closed facility are subject to immediate suspension from all Sport Club activities and banishment from all Recreational Services facilities for a period of up to one year. Additional charges may be filed with the OSA or University of Iowa Police.
 - Harassment, or failure to follow the direction, of Recreational Services staff in any form will result in the immediate removal from the CRWC and possible suspension from the facility.

E. Practice Facilities

Sport Clubs can request practice facility space on a recurring basis through Recreational Services and the Sport Club Program. Practice schedules for all Recreational Services facilities are determined at the beginning of each semester for all clubs turning in Practice Schedule Request Forms. Additional schedules will be made as weather seasons change. Scheduling for Sport Clubs is based on the previous semester's Sport Club Program point standings and facility availability. Clubs must make use of their allotted practice space once it is scheduled to them, and not disrupt or interfere with activities taking place prior to, and after, their scheduled practice time. In all facilities, a limit may be placed on the number of regular weekly or monthly practice sessions scheduled in order to accommodate as many groups as possible with a practice schedule of reasonable frequency.

F. Special Events

Sport Clubs can request facility reservations for the hosting of a special event (anything other than a recurring practice) through Recreational Services and the Sport Club Program. To request to reserve a facility, clubs must submit a Facility Request Form on Engage at least two weeks in advance of the desired event. A request submitted less than two weeks in advance may not be considered. All standard facility policies apply for special events. Arrangements for participation by non-club members must be made with Recreational Services staff prior to the event and adhere to Sport Club Program policies.

V. Funding

- The allocation of funds to specific clubs within the Sport Club Program is the responsibility of the SCAB.
- A Sport Club is eligible for funding if it has been a recognized Sport Club for an entire semester (first day of classes through end of finals; summer sessions not included) before the funding process is to take place.
- Each eligible Sport Club can submit a Budget Request Form during the established time period prior to the SCAB annual fall allocation process. All clubs that submit a Budget Request Form will receive a Budget Request Hearing of a designated length before the SCAB to provide additional details regarding its request and to answer questions from the SCAB. Following the completion of all Budget Request Hearings, the SCAB enters budget deliberations and determines the amount of funds allocated to each club.
- Additional funding may be available throughout the year based on any available sweepings. Clubs will be made aware of any possible extra funding opportunities should they arise.
- All funds allocated throughout a given academic year must be spent by the deadline set forth by the Sport Club Program.
- Any purchases made with University funding are for club-use only. Any funds deposited into the club's account is considered University funding. Purchases for personal use are not permitted. Purchases must be made using the proper process outlined in the Sport Club Guidebook.

VI. Travel

A. Definition

Sport Club travel for any event or club activity outside of Johnson County, Iowa.

B. Travel Eligibility

All club members wishing to travel to participate in club activities must be eligible for Sport Club participation as stated in the Sport Club Guidebook, be included on the Club Roster, and have properly completed the appropriate waiver.

C. Travel Paperwork

Sport Clubs must submit proper paperwork to the Sport Club Office before and after traveling for competition, or any other club function. The deadline for the Pre-Travel *Form* is *11:59 p.m.* three business days before departure. If it is a weekend trip (leaving Iowa City on Friday, Saturday, or Sunday) the Pre-Travel *Form* is due at *11:59 p.m.* on Tuesday the week of the trip. The deadline for the Post-Travel *Form* is *11:59 p.m.* two *business days* after return to Iowa City.

D. Travel Expectations

- While traveling, Sport Club members are, as at all other times, expected to conduct themselves in an appropriate manner as stated in Article II.
- The purpose of travel is to participate in club activity.
- Clubs are encouraged not to travel at late hours or very early hours when it may be harder to stay alert.
- Drivers are required to know, obey, and uphold all traffic laws.

E. “High-Risk” Trips

Trips deemed to be “high-risk” by University *General Counsel, administration, Risk Management, and/or Recreational Services staff* will require the attendance of a University full-time faculty or staff member as a chaperone to the trip or may be disallowed completely. “High-risk” trips include those in which the propensity to drink *alcohol* or to display inappropriate behavior is at a higher-level than standard trips. A chaperone is required because the nature of such trips subject club members to bad decision-making or dangerous elements.

VII. Alcohol

Sport Clubs are prohibited from consuming and/or possessing alcohol at any sanctioned club events. Alcohol is prohibited at all Recreational Services facilities including on property owned (boats, vehicles, etc.) or rented (other facility rentals) by the University. Further, clubs cannot sponsor, host, endorse, or promote any activities in which alcohol consumption is the prominent activity. This includes, but is not limited to:

- Hosting or promoting an event in which alcohol consumption is the prominent activity (including fundraisers, parties, bar crawls, etc.).
- Allowing club members, visiting club members, and club event spectators to possess or consume alcohol while at Recreational Services facilities or site of competition/event, including events held off-campus.
- Allowing club members or visiting club members to participate in competition/event while intoxicated.
- Suggesting to potential and/or current members that the club hosts parties, bar crawls, campfires, meetings, or other events in which alcohol consumption is the prominent activity.

- Sport Clubs are also subject to the guidelines set forth by the University Illegal Drugs and Alcohol Policy. The University Illegal Drugs and Alcohol Policy can be found at <https://dos.uiowa.edu/policies/illegal-drugs-and-alcohol/>.

VIII. Equipment

A. Purchases

Clubs will find it necessary to make equipment purchases at various times throughout the year. Rules and policies set forth by the University of Iowa Purchasing Department will apply to all purchases made using Sport Club funds. The Purchasing Process is outlined in the Sport Club Guidebook. All purchases are subject to the approval of the Sport Programs staff. Purchases can be for club-owned equipment only; personal equipment purchases are not permitted with University funding.

B. Rentals

All rental agreements are subject to the approval of the Sport Programs Office. Rentals can be for club-used equipment only; personal equipment rentals are not permitted with University funding.

C. Donations

When a club proposes to acquire equipment via donation, such donation must be coordinated with the Sport Programs staff.

D. Equipment Ownership and Selling/Disposal

All equipment purchased with club funds, or obtained through donation to the club, are property of Recreational Services. Disposal or sale of any Recreational Services equipment must be communicated to, and coordinated by, the Sport Programs staff.

E. Maintenance

Clubs will hold responsibility for the repair, maintenance, and replacement of equipment for which they have purchased or have had donated to the University. Any costs incurred will be the responsibility of the club and must either be included in the club's annual budget request for allocation or be paid through fundraising activities by the club.

F. Storage

- Costs associated with off-campus storage of *Recreational Services* equipment are the responsibility of the club and must either be included in the club's annual budget request for allocation or be paid through fundraising activities by the club.
- The Sport Programs Office may, at any time, request to see *Recreational Services* equipment. If the equipment is being stored at an off-campus facility, Recreational Services administrators retain the right to access the equipment unannounced. For inventory and property records purposes, Recreational Services administrators may need to access the equipment without prior notification of the club and its members. For smaller equipment

stored at a club member's private residence, requested equipment must be produced to the Sport Programs Office within 48 hours of the request.

G. Recreational Services Equipment

Equipment owned by Recreational Services may be used for non-club related events as deemed necessary by the Recreational Services staff.

IX. Non-Travel Forms

After the Sport Club Re-Registration process is complete each semester/session, Sport Clubs are required to submit various forms by the deadlines stated in the Sport Club Guidebook and given to them by the Sport Programs Staff. These forms include:

- Monthly Event Schedule – *All events for the reporting period must be included. If a club adds an event for the reporting period after the schedule has been submitted, the club must complete a new schedule and submit on Engage. If the club cancels an event for the reporting period after the schedule has been submitted, the club must email their Assistant Director to notify them of the cancellation.*
- Club Community Member Roster
- Safety Officer Certifications (when approaching expiration)

X: Insurance Clarification

Sport Clubs are encouraged, and sometimes required, to have their own insurance through a national governing body or another third-party organization. The University of Iowa does not provide insurance coverage to Sport Clubs or participants. Participants generally must rely on their own personal health insurance to respond to illness or injury.

XI: Hazing Policy

Hazing is not tolerated at the University of Iowa. See below for a statement on hazing from the University of Iowa Code of Student Life.

The Code of Student Life and the Policy on Violence prohibit harassment, assault, and other forms of threatening behavior. When threatening behavior takes place within the context of a student organization or club and is directed at a student interested in participating in group activities, sanctions will be imposed upon the group or club as well as the students. Sanctions up to and including de-recognition from the University are imposed upon a group or club when one or more members or associates of the group or club commit an act of hazing.

In addition to institutional sanctions, a person who commits an act of hazing may be subject to criminal sanctions under section 708.10 of the Code of Iowa. The University defines hazing more broadly than the Code of Iowa criminal definition. In applying the anti-hazing policy to individual cases, the following standards will be utilized during the administrative process to determine whether a hazing violation did occur as alleged.

Hazing is any intentional or unintentional reckless action or situation – with or without consent

– that endangers a student or creates risk of injury, mental or physical discomfort, harassment, embarrassment, and/or ridicule – whether on campus or off campus – for the purpose of initiation into, affiliation with, or as a condition for continued membership in any student organization or team registered by the University of Iowa Student Government or by any other University sponsor.

Acts of hazing include, but are not limited to: compulsory alcohol or drug consumption; physical brutality; psychological cruelty; public humiliation; morally degrading activities; forced confinement; creation of excessive fatigue; required removal or destruction of public or private property; or any other activity that endangers the physical, mental, psychological, or academic well being and/or safety of an individual. Any requirement imposed upon prospective, new, or current members which is not related to the organization's purpose is discouraged and will become the subject of a University investigation once the practice is brought to the attention of the Office of Student Life.

This policy applies to all UI students and all UI student organizations and clubs. Some University programs promulgate anti-hazing policies specifically for students participating in their programs. The Department of Athletics enforces a hazing policy, as does the UI Interfraternity Council and Panhellenic Council. Copies are available at the respective department offices.

XII: Recreational Services and Student Life Communications

To help promote Sport Club activities, Recreational Services and Student Life Communications can provide the following opportunities to clubs:

- Digital Displays in all four indoor Recreational Services buildings
 - The advertisement must be created by the Club and must be submitted to the marketing coordinator following the appropriate guidelines, found here: recserv.uiowa.edu/advertising
- Tabling in one of three facilities (CRWC, Field House, or HTRC) for up to two hours
 - Guidelines for requesting a table may be found here: recserv.uiowa.edu/advertising
- Social Media re-posting of Club social media activity using #UISportClubs or by tagging @UIRecServices and @IowaSportClubs

It is strongly suggested that Sport Clubs take advantage of these promotional opportunities as they are free of cost as a benefit of being part of the Sport Club Program.

XIII. Licensing

A. Policy Overview

Use of the University of Iowa's word marks, trademarks, logos, and/or symbols creates an association with the University that needs to be protected. With that in mind, the University allows usage only by Sport Clubs officially recognized by the University's Recreational Services and only after an Internal Application and Agreement has been submitted and approved by the University of Iowa Trademark Licensing Office

All Sport Clubs have a select person or persons who are authorized to represent Sport Clubs. The [Engage Student Site](#) has a listing of the authorized officers for coordination with University departments. If Sport Clubs do not have an advisor, then the officer listed on the Engage Student Site must preapprove the desired products and design concept prior to any submission of the licensing application and artwork to the Trademark Licensing Office. It should be noted that final approval of all products and artwork bearing word marks, trademarks, logos and/or symbols associated with the University of Iowa are at the discretion of the Trademark Licensing Office consistent with the Iowa Visual Brand Standards Manual and the Trademark Licensing Office's policies.

Word marks, trademarks, logos and/or symbols associated with the University of Iowa are the intellectual properties of the University and are registered both at the state and federal levels. To protect the intellectual properties and traditions of the University, the Trademark Licensing Office reviews all applications, and requires that all products bearing word marks, trademarks, logos, and/or symbols associated with the University of Iowa to be manufactured by an officially licensed vendor of the University.

Please allow two weeks for processing of your request and note that the beginning of each academic semester is a peak time for application submissions. Additional processing time may be required in those periods.

B. Requirements and Restrictions

Licensed Vendor

It is imperative that an officially licensed vendor is used for the production and manufacture of any products bearing word marks, trademarks, logos and/or symbols associated with the University of Iowa. Officially licensed vendors are required by the Trademark Licensing Program to be members of the Fair Labor Association (FLA), which ensures that their products are made by the most trusted manufacturers. Furthermore, unlicensed vendors who produce and manufacture products bearing word marks, trademarks, logos, and/or symbols of the University may be liable to significant legal penalties under the Lanham Act of Federal Trademark Law. Please call the Trademark Licensing Office at 319-384-2000 for help on selecting an officially licensed vendor to suit your product needs.

Artwork

In all cases, when recognized Sport Clubs would like to use word marks, trademarks, logos, and/or symbols associated with the University of Iowa, the proposed artwork design must feature the official name of the Sport Club. To maintain the design integrity of the University brand, it is mandatory that all marks be applied as indicated in the [Iowa Visual Brand Standards Manual](#). Trademarks may not be altered in any way, nor are amalgamations with other trademarks permitted.

- **Uniforms for Competition**

- All uniforms that do not include the official club name must feature the “IOWA Sport Clubs Patch” as it is the primary identifier of Sport Clubs at the University of Iowa. Furthermore, the “IOWA Sport Clubs Patch” serves to differentiate Iowa Sport Clubs from an intercollegiate athletic team affiliated with the University of Iowa Department of Athletics.
- Contact the Sport Programs Office of Recreational Services for the “IOWA Sport Clubs Patch”.
- The official Sport Club name does not need to be on competition uniform when the “IOWA Sport Clubs Patch” is applied to the uniform.
- The Tigerhawk logo is the primary University Athletics Department brand. The Tigerhawk logo shall be made available for Sport Clubs competition uniforms use, but only after prior approval from the Sport Programs Office of Recreational Services and the Trademark Licensing Program.
- **All Other Iowa Sport Clubs Items (For Example: Promotional, Apparel, Marketing, etc.)**

Sport Clubs are required to follow branding guidelines provided by the Office of Strategic Communications when designing promotional apparel and merchandise items. The ™ symbol is required to appear with the block IOWA logo on all promotional merchandise and apparel. Visit brand.uiowa.edu for additional information.

- All promotional items must feature the official name of the Sport Club.
 - Example: XYZ Sport Club and the block IOWA logo
- The “IOWA Sport Clubs Patch” shall not to be used on any non-competition items.
- The Tigerhawk is the primary brand of the University of Iowa Athletic Department and shall not be used in association with non-competition items for Iowa Sport Clubs.
- Other trademarks and logos are available for Sport Club’s use only after prior approval from Recreational Services and the Trademark Licensing Office.

Prohibited Products and Artwork

The University of Iowa explicitly prohibits products from making reference to drugs or paraphernalia; alcohol, consumption or abuse; tobacco products and usage; sexual conduct, imagery or inferences; profanity or inappropriate insensitive language; gambling; firearms and weapons; political and religious endorsements; and any other subject found to be inappropriate, unacceptable, or inconsistent with the standard licensing practice of the University of Iowa.

Use of a current student-athlete’s name or likeness on products is a violation of NCAA rules and can result in the student-athlete being declared ineligible. Any use of a student-athlete’s name, nickname, likeness must be approved by both the University of Iowa Trademark Licensing Office and the University of Iowa Athletics Department Compliance Office.

Co-Branding and Trade Dress

Combinations of University marks with other intellectual properties and/or trade dress not associated with the University of Iowa are prohibited. This means that any colors, fonts, images, and/or partial indicia which call to mind the brand of another organization or company may not be used in conjunction with the University's word marks, trademarks, logos and/or symbols. This includes references to other schools. Unauthorized use of third-party intellectual properties is a violation of federal and state law and such artwork will not be approved for use.

- Example A: XYZ Sport Club using the National Football League (NFL) logo but changing the letters to read "XYZ" instead.
- Example B: ABC Sport Club using the Coca-Cola font on a shirt that reads "ABC Sport Club at the University of Iowa."

Sponsorship Use

When Sport Clubs engage in third party businesses, organizations, and/or individuals as sponsors of their Sport Club, the following guidelines shall apply in all instances if word marks, trademarks, logos, and/or symbols associated with the University of Iowa are intended to be used:

- Sponsorship recognition shall appear as plain text only.
 - The University reserves the right to refuse sponsors. Prior to engaging sponsors, it is advised to check with your sport club administrator(s) first.
- Sponsorship recognition shall not include taglines and/or slogans associated with the sponsor name.
- Sponsorship recognition shall not appear adjacent to word marks, trademarks, logos and/or symbols associated with the University of Iowa.
- Sponsorship recognition shall include accompanying sponsorship indicia, which identifies the relationship between the student organization and the sponsor(s) and include the official Sport Club's name.
 - Examples: Proud sponsor of XYZ Sport Club at the University of Iowa
- Businesses, organizations, and/or individuals shall not apply a designation to Sport Clubs sponsorship, which implies a relationship and/or endorsement by the University of Iowa.
- Sponsorship recognition on promotional items shall be limited for the purpose of Sport Clubs sponsorship recognition only and shall not be used as sponsor's sales incentives or marketing efforts.
 - Permitted: Sponsor pays for promotional item in exchange for sponsorship recognition per aforementioned guidelines.
 - Not Permitted: Regardless of who pays for the promotional item, sponsor shall not benefit directly from the sales and/or distribution of the promotional item.

Artwork Approval Process

- **Step 1:** Sport Clubs shall select an officially licensed vendor to assist them in producing artwork.
- **Step 2:** Artwork shall be submitted to their assigned Assistant Director of Sport Programs for approval.
- **Step 3:** Once approved by the Sport Program staff, the Assistant Director of Sport Programs will assist Sport Clubs in completing the Internal Application and Agreement and sending the form and artwork to the Trademark Licensing Office for preapproval.
 - Note: not all requests will be approved by the Sport Programs staff and/or the Trademark Licensing Office.
- **Step 4:** The officially licensed vendor will submit Sport Club's artwork to the Trademark Licensing Office.
- **Step 5:** Production shall **only** begin once the officially licensed vendor has received approval and the Internal Application and Agreement is signed and returned to the Sport Club.
 - The Internal Application and Agreement may be found [here](#).

Royalties

Royalties are charges assessed by the University to the officially licensed vendor for the approved uses of the University's word marks, trademarks, logos, and/or symbols. The standard royalty rate is currently 15%. Royalty rates are subject to change at the discretion of the University. Non-competition items intended for purpose of resale, fundraising, philanthropy, and promotional use shall carry the official Sport Club name in accordance with this policy. Please reference the definitions below for more information on determining your type of use.

Royalty-Exempt Uses:

- **Internal Use:** Sport Club's Internal use items bearing word marks, trademarks, logos and/or symbols associated with the University of Iowa for its members. Internal use items shall be for the use of membership only and shall not be distributed to non-club members.
 - Note: No additional Sport Club's Internal Use items shall be ordered for the purpose of resale. Payment for Sport Club's Internal Use items shall be for the original invoiced cost of items produced only.
 - Examples: Member t-shirts, officer/exec board apparel, competition uniforms
- **Philanthropy:** All profits from the Sport Club's products sold bearing word marks, trademarks, logos, and/or symbols associated with the University of Iowa go directly to a charity, non-profit organization, or philanthropic cause. Sport Club does not receive any monetary profit from the sale of these products and/or use any of the money for internal use.
 - Examples: All proceeds from the sale are donated to animal shelters, Boys & Girls Club of America, Ronald McDonald House, etc.

Royalty-Bearing Uses:

- **Fundraising/Resale:** The profits from the sale of Sport Club's products bearing word marks, trademarks, logos, and/or symbols associated with the University of Iowa fund the Sport Club's activities.
 - Note: While sport clubs may be doing activities that are volunteerism in nature (alternative spring break, mission trips, etc.), they are not categorized as a philanthropic royalty exemption.
 - Example: Setting up a team store with swag apparel featuring the official Sport Club name for family, friends, and/or the public to purchase.
- **Promotional:** Sport Clubs that purchase products bearing word marks, trademarks, logos and/or symbols associated with the University of Iowa with organization funds to be used to promote the Sport Club.
 - Examples: Promotional item giveaway to all students who visit the sport club booth at the student organization fair, giveaway of t-shirts to the first 100 fans at a sport club event, etc.

AgoraXC and IgniteXC

The University recognizes that it's often a priority for student led Sport Clubs to find the best possible pricing on items and create easy access purchasing for club members, families, and friends.

The University Trademark Licensing Program is pleased to introduce two resources (AgoraXC and IgniteXC) which are available to facilitate competitive resourcing and custom merchandising.

With a "click of the button" Sport Clubs are able to compare prices from multiple officially licensed vendors and set up a team store to share with friends, family, and other Sport Club fans.

Visit brand.uiowa.edu to log into either AgoraXC or IgniteXC.

Bidding and Ordering Platform – AgoraXC

The AgoraXC platform helps units get the bulk purchase pricing by sending quote requests to multiple approved vendors at once. Sport Clubs can review all quotes, select a vendor, and submit artwork directly within the system.

- Bulk merchandise orders
- Comparing supply prices in one place
- Easy ordering and fulfillment

Storefront Platform – IgniteXC

The IgniteXC platform allows Sport Clubs to create online storefronts to sell their own merchandise to friends, family, and other Sport Club fans. IgniteXC handles all payment processing, order fulfillment, and shipping.

- Sport Club merchandise
- Selling gear to customers or supporters

- Raising awareness for a Sport Club
- Donation-based fundraisers

XIV. Penalties

Penalties for violations of policies set forth by the Sport Club Program, Recreational Services, LSCE, and the University of Iowa are outlined below. Penalties listed below are assessed by the Sport Programs administrative staff. Violators of any rule, regulation, or policy are subject to additional penalties set forth by the individual program, department, or entity in which the violation occurred.

A. Definitions

Suspension

Suspension of a Sport Club includes the loss of the club's ability to use allocated facility space for practice or for a special event, to spend any allocated funding from the SCAB, and to represent the University of Iowa in competition or any sort of travel. A club's suspension means immediate cease in club activity until the suspension is lifted. Upon suspension, the Sport Club will receive an official notification from their Assistant Director.

Probation

A club that is put on probation must earn 90% of points possible in the Sport Club Points System during their semester of probation. Should the 90% not be reached, the club will be suspended for the following semester. Should the 90% be reached, probation will be lifted. Additionally, any club that is on probation is subject to suspension with or without warning in the event of a Sport Club Program, Recreational Services, or University policy violation. Upon probation, the Sport Club will receive an official notification from their Assistant Director. Summer does not qualify as a semester as it pertains to probation or suspension status.

Warning

A warning is issued to a club as stated in the Sport Club Policies and Procedures. A club that has received a warning may be suspended for a second violation without being subject to probation. A warning is not required prior to suspension for a major violation.

B. Assessment of Penalties

Expectations

Sport Clubs that portray a negative image during participation on or off campus will receive no less than a warning for improper behavior. Depending on the severity of the incident(s) a club in violation may be suspended from the Sport Club Program without warning, as a direct result of improper behavior.

Participation

Clubs allowing an individual to participate that has not completed a waiver will receive no less than a warning. If the problem persists, or more than one ineligible participant is discovered, the club may be suspended from the Sport Club Program.

Registration

Sport Clubs that do not meet the re-registration requirements of the Sport Club Program by the deadline set forth by the Sport Club Program will be considered inactive for the semester/session.

Facilities

Anytime a club has reserved a facility, for practice or a special event, the facility must be utilized.

- *If a club will not be using a scheduled practice space, to avoid a \$50 fine, the club must notify the Sport Programs Office of their practice cancellation no less than three business hours prior to the scheduled start time of a practice for weekday practices. Business hours are considered 8:00 a.m. – 5:00 p.m. Monday through Friday. For weekend practices, notification must be received by 10:00 a.m. the day of the practice. Notification must be done by completing the Sport Club Facility Reservation Cancellation Form on the Sport Club Website.*
- *If a club will not be using a facility space reserved for a special event (game, competition, etc.), to avoid a \$100 fine, the club must notify the Sport Programs Office of their reservation cancellation no less than 24 hours prior to the scheduled start of the reservation. Notification must be done by completing the Sport Club Facility Reservation Cancellation Form on the Sport Club Website.*
- Clubs that utilize the CRWC Natatorium that need to cancel a practice/event scheduled in the CRWC Natatorium must notify the Sport Programs Office at least 48 hours in advance of the practice/event start time to avoid paying the staff fees for the scheduled practice(s). *Notification must be done by completing the Sport Club Practice Cancellation Form on the Sport Club Website.*
- *The Sport Programs Staff reserves the right to waive the facility cancellation fine due to extenuating circumstances.*

Funding

- A club that is funded by the SCAB that does not complete the Sport Club Program re-registration process by the deadline will lose all previously allocated funding, and such funds will be reallocated by the SCAB during special reallocations.
- Clubs that do not spend all their allocated funding by the deadline(s) set forth by the Sport Club Program will lose any available funding at the time of the deadline. SCAB allocated funds are the first funds used during a club's spending in a given year.
- Any club or individual club member that uses funds for the purchase of personal equipment, apparel, etc. will lose any remaining allocated funding for that academic school year. Other penalties may be enforced by Sport Club Program, Recreational Services, or University administrators.

Travel

- Travel Eligibility – A club that allows any individual that does not meet travel eligibility requirements as stated in the Sport Club Guidebook to travel with the club will be suspended from travel for a period of two weeks. A second offense will result in a travel suspension for up to six months. All suspensions will occur regardless of previously scheduled out-of-town competitions that may be scheduled during the suspension period.
- Travel Paperwork – A club that does not turn in the proper paperwork required for a trip, as stated in the Sport Club Guidebook, by the given deadlines before and after traveling will receive five penalty points in the Sport Club Program Points Standings. *If the form is not turned in after a week from the deadline, the club will be suspended and unable to participate until the form is submitted and approved.* Reimbursements cannot be granted if properly completed paperwork is not submitted to the Sport Club Office.
- Travel Expectations – Upon review of the Travel Expectations by the Sport Programs staff as stated in the Sport Club Guidebook, violating clubs may be suspended from travel or suspended from the Sport Club Program. All suspensions will occur regardless of previously scheduled out-of-town competitions that may be scheduled during the suspension period.
- “High-Risk” Trips – Sport clubs that violate the Sport Club Program “High-Risk” Trips Policy as stated in the Sport Club Guidebook will be suspended indefinitely from the Sport Club Program (time-period determined by Sport Club Program, Recreational Services, and/or University administrators). Severe violations may result in forwarding of the case and supporting evidence to the OSA for further sanctioning.

Alcohol

Potential Sport Club violations of the University of Iowa Code of Student Life Illegal Drugs and Alcohol Policy will be forwarded to the OSA. Any clubs found responsible for violations will be penalized 20 points in the Sport Club Program Points System in addition to any sanctions provided by OSA.

Recreational Services Equipment

Clubs that do not abide by the *Recreational Services* Equipment Policy, as stated in the Sport Club Guidebook, will lose the privilege of using such equipment. The Sport Club Program may require payment from the club for any repair costs, or any remaining costs on property or facility rentals for storage of equipment. If no funds are available to the club, and no appropriate storage space is available for said equipment, the Sport Club Program as a part of Recreational Services retains the option of releasing the equipment via the University of Iowa Property Surplus process.

Sport Club Monthly Event Schedule

A club that has an outstanding Sport Club Monthly Event Schedule will receive five penalty points in the Sport Club Program Points Standings and be notified that they still need to submit the Sport Club Monthly Event Schedule. The club has one week from the notification to submit the schedule. If the schedule is not submitted within one week, the club will be suspended until the schedule is submitted and approved. Clubs that do not submit the schedule by the stated deadline will not receive points for submission.

Appeals

Clubs or individual members who fail to adhere to Sport Club-specific policies will be sanctioned by the Sport Programs staff. All cases of discipline will first be reviewed by the club's assigned Assistant Director of Sport Programs to determine appropriate actions. Clubs or its participants receiving sanctions from the Sport Programs staff may appeal the decision to the Associate Director of Sport Programs. Organizations or individual students filing such appeals should be aware that the Associate Director of Sport Programs might choose to levy a sanction greater than the one appealed. Violations of the Code of Student Life will be passed on to the OSA.

Point System

The following penalties will result in a loss of points in the Sport Club Program Points System. The deduction of points is in addition to any penalties previously outlined in the Penalties section of this manual.

- Major Offenses – loss of 20 points
 - Breaking the law
 - Violating major university policy
 - Major problems regarding conduct while representing the University of Iowa both in Iowa City and while traveling (i.e. holding an alcohol sponsored event, misconduct at tournament)
 - Misuse or abuse of a facility
 - *Driving of Fleet Services vehicles by non-approved drivers*
 - Travel without informing Sport Club office
 - Any other offense deemed major
- Minor Offense – loss of 5 points
 - Failure to turn in paperwork that is not included in point system (i.e. travel paperwork, Request to Use Club Funds forms, etc.)
 - *Failure to properly notify Sport Programs staff of updated schedule*
 - *Failed spot check*
 - Failure to follow University/campus signage rules
 - Any other offense deemed minor