Event Planning At Babson College
Initial Instructions and Selected Policies
While technically the second page, this is the first thing you should read before planning events at Babson and once you have decided that you and your colleagues want to do something on or off campus.

The big three ideas to keep in mind during event planning at Babson are:

1) Communicate with the administrative offices, as everything has a process whether it is room reservations, contracts, or public safety.
2) Allow time for these processes to occur, keeping in mind to start both the conversations and planning earlier in the semester if possible.
3) Risk management is primary concern for many offices whether it is legal, legal concepts, physical, or psychological.

As you keep these three in your mind, event planning at Babson College is a simple task and relies primarily upon communicating your needs and intentions to the various administrative offices around campus. Throughout this process, Graduate Student Affairs (GSA) can assist you with any questions that you may have or advise you on best practices for Babson’s resources.

GSA and the other administrative offices like to know what you are doing and participating in as a student. Additionally, we can help to advertise your activities while knowing the best people to contact or target who can help make your programs and events successful.

This portfolio contains the primary documents and forms that you will need to plan your event at Babson College, and while it addresses the most common needs of MBA and graduate student events, you are welcome to contact us for any need you may have. **Begin by reviewing the GSA Event Checklist.** This document will cover the majority of the administrative areas that you, your club, or forum will need to contact to make the necessary arrangements. Unique to the Forums and not covered in this collection, each Forum will have a direct advisor within the Events Management Office, in addition to using the Trello project management system provided by Graduate Student Affairs. Please see the Forum Management document collection for more information. If any club would like access to this system, please contact Chuck Collins in Graduate Student Affairs. At this time, Clubs are only eligible for a free account unless they wish to purchase the upgrade to Business Class from their club funds.

Special considerations and circumstances apply to anything that involves alumni recruitment or participation, corporate and personal sponsorships, and in-kind or monetary donations. If any of these might apply to your project, program, or event, please contact the GSA office directly to make these arrangements.

**Graduate Student Affairs Contact Information:**

Kate Buckman, Director  
(781) 239-4018  
kbuckman@babson.edu  
Olin Hall – Room 107

Chuck Collins, Assistant Director  
(781) 239-3899  
collins9@babson.edu  
Olin Hall – Room 105
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Fundraising Guidelines for Approved Student Organizations

ADOPTED AS OF NOVEMBER 2011
Purposes

1. To distinguish between (a) fundraising efforts in which Babson College ("the College") is an intended beneficiary and (b) fundraising activities in which the College is not a beneficiary but members of the College community may be participants,

2. To set limits and offer assistance for members of the Babson College community who wish to engage in fundraising activities outside those conducted in support of the College’s established priorities for philanthropic support,

3. To clarify the College’s legal, fiduciary and moral responsibilities for acknowledging and stewarding the gifts it receives, and

4. To provide education and guidance that will help prevent actions that could jeopardize Babson College’s tax-exempt status.

Background

1. The Development Division
   The Development Division oversees all fundraising activities for the College.

   The Development Division helps Babson College fulfill its mission and realize its aspirations in three ways: (1) communicating the College’s character, quality, priorities and goals; (2) building meaningful partnerships with external and internal constituents; and (3) securing and stewarding an ever-increasing supply of useful financial and human resources. Accordingly, the Development Division must strive at all times to ensure that its policies and procedures are in compliance with local, state and federal regulations in regard to the solicitation and acceptance of gifts. Deviations from the Internal Revenue Code could result in fines, public embarrassment and/or the loss of the College’s tax-exempt status.

   For these and many other reasons, the Vice President of Development or the Vice President’s designee must approve all fundraising requests made in the name of Babson College in advance. In addition, only the Vice President of Development is empowered to issue the College’s official receipt that qualifies a donor’s charitable contribution as deductible for tax purposes.

Babson College’s Tax-Exempt Status

In October 1923, the Internal Revenue Service (“the IRS”) issued a determination letter that recognized Babson College as exempt from federal income tax. The College is currently exempt under Section 501(c)(3) of the Internal Revenue Code. Additionally, Babson College is classified as an educational institution under Sections 509(a)(1) and 170(b)(1)(A)(ii) of the Internal Revenue Code.
This ruling is important for Babson College, because it establishes:

a. The exemption of the College from federal income tax and federal unemployment tax; and

b. The deductibility, for general income, gift and estate tax purposes, of contributions by donors to the College.

The ability of Babson College to seek and receive philanthropic gifts and grants is dependent upon the continuing recognition of its tax-exempt status by the IRS. The College must protect this status by abiding by all relevant laws and regulations, including using its tax-exempt status solely for its own benefit and by not sharing it with other organizations. The Development Division is charged by the College with responsibility for monitoring and protecting its tax-exempt status.

Policy

This Policy shall apply to any and all members of approved students clubs and organizations registered with the Babson College Office of Campus Life, as well as to any other individuals or organizations who may represent themselves as members of the College community or who claim to be acting on behalf of the College. This Policy does not apply to members of the College community when they are engaged in fundraising activities for other organizations and/or when they have explicitly stated that their fundraising activities are unrelated to the College. Strict compliance with this policy will help to ensure that the College’s fundraising efforts are well-coordinated, and will allow the Development Division to provide support for all college-related solicitation efforts (including donor cultivation, solicitation, stewardship, and recognition).

1. Definition of College Fundraising Activities

A College fundraising activity is one that employs the name, image or reputation of Babson College in an effort to secure financial contributions and also meets at least one of the following criteria:

- The activity claims to be for the benefit of Babson College,
- The activity does in fact benefit the College,
- Checks will be made payable to Babson College,
- Donors will expect gift receipts for tax purposes or will be promised gift receipts, or
- The organization will use the College’s taxpayer identification number.

2. Advance Approval of Fundraising Activities

All student fundraising activities meeting the definition of “College fundraising activity” (see Section C1 above) must first be approved in advance by Student Affairs. Student Affairs will inform the Vice President of Development or the Vice President’s designee in writing upon approval of any student fundraising activity.
No individual or group should solicit funds on behalf of the College until authorization has been granted.

3. **Gift Receipting**
   The only College representative authorized to issue an official gift receipt on behalf of Babson College is the Vice President of Development. Such receipts will be issued only when a donor’s gift has been given for a purpose consistent with the College’s mission, when the donor has not retained any control over the gift’s use or demanded goods or services in consideration for their gift, and when the gift meets the IRS definition of a charitable contribution.

4. **Process for Seeking Approval**
   Any potential student fundraising activities on behalf of a College program or initiative must first be formally communicated to the appropriate Student Affairs representative before a request for assistance is directed to the Development Division.

   If there is any question as to whether the proposed fundraising activity meets the definition of “College fundraising activity” (see Section C1 above), the appropriate Student Affairs representative will consult with the Development Division before endorsing the proposed fundraising project. If, after discussing the proposal, the two parties agree, their decision will be communicated to the student organization. The Vice President of Development may also ask that a proposed fundraising initiative be delayed until a time when either the suggested donor(s) will be more receptive to a gift request or the proposed activity would not jeopardize funding for a higher priority of the College.

5. **Counsel and Training**
   The Development staff will offer assistance to members of the College community interested in advancing the College through fundraising techniques; however, no formal planning for specific fundraising projects will be conducted without the approval of the appropriate Student Affairs representative(s). Once approval for a fundraising activity is received, the Development team is available to consult with faculty, staff and student leaders on acceptable strategies and tactics for their College-endorsed initiatives. Responsibilities for follow through will also be assigned and an appropriate Development contact person may be identified, but implementation of activities will remain the responsibility of the initiating organization or group.

6. **Lists of Donors and Potential Donors**
   The Development Division will not share lists of donors or other constituents with individuals and organizations not affiliated with approved College fundraising activities. Lists **may** be provided to community members working on approved fundraising projects at the discretion of the Vice President of Development, provided the recipients submit to any required training and sign a confidentiality pledge.
7. **Processing of Gifts**

Contributions received in response to an approved fundraising initiative must be submitted to the Development Division within 48 hours. All cash and checks must be accompanied by a completed Cash Donation Form. The donor’s name and address must be clearly written on the form. In cases where at-will contributions are made, or in any other case where the donor cannot be identified, such cash contributions will be classified as anonymous.

In conformity with IRS regulations, the Development Division must process and record all gifts received by the College. This includes producing a written acknowledgement for any contribution of $10.00 or more, less the value of any *quid pro quo* benefits received by the donor.

**College and Non-College Fundraising Initiatives**

The College is aware that students and employees often engage in fundraising activities for which the College is not the intended beneficiary. These activities may range from campus-based efforts to raise funds for groups such as the American Cancer Society or Habitat for Humanity to employee or student participation in their local churches or clubs.

As stated above, when the activities are intended to benefit Babson College, they must be approved in advance by the Vice President of Development or the Vice President’s designee. When an activity is not intended to benefit Babson College and College participation and support is not utilized, Development approval is not required, but the utmost care must be taken to make that distinction clear and to not lead outsiders to believe the activity is a College-supported effort.

1. **Actions that suggest College participation and support:**
   - Asking that checks be made payable to Babson College
   - Employing the College’s name or logo in promotions or solicitations
   - Using College stationery
   - A volunteer stating, “As a Babson College student/faculty/staff member, I am asking you….”
   - Use of the College’s taxpayer identification number

2. **Actions that avoid confusion:**
   - Stating that “Gifts to this project are *not* tax-deductible”
   - Stating that “This is an event that will benefit [Name of Charity]”
   - Asking that checks “Be made payable to [Name of Charity]”
   - Stating that “This event is not affiliated with Babson College”

3. **When is College Approval Needed?**

Here is a simple test to determine if College approval is needed: If it appears that the contemplated fundraising activity cannot be conducted without making contribution checks payable to Babson College, then the activity is one that will
require prior approval by the appropriate Student Affairs representative and organizers should follow the process outlined in Section C.4. above.

4. **Prohibited Activities**

Even when a fundraising activity is not one that benefits the College directly or is sanctioned by the College, members of the College community are prohibited from engaging in the following tactics and activities:

- Using home addresses from the College telephone directory to compile calling or mailing lists*
- Using the White Pages of local phone directories to compile calling or mailing lists*
- Using the Babson College Alumni Directory to compile calling or mailing lists*
- Using one’s status as a Babson College employee or student to secure a gift commitment
- Using “blast e-mails” on the campus intranet system to solicit gifts
- Creating or operating an unauthorized website that uses the name, image, trademark, or reputation of Babson College in an effort to secure financial contributions
- Conducting lotteries or similar games of chance, which the Commonwealth of Massachusetts defines as gambling. (Raffles may be conducted with prior approval from the Office of Campus Life and the Department of Financial Services, which hold the College’s raffle license.)

* Note: The publishers of these directories also consider these activities to be violations of their copyrights.

5. **IRS Publications and IRC Rulings and What They Mean for Student Fundraising**

What is a Gift? IRS Publication 526, Charitable Contributions defines a charitable contribution as “a donation or gift to, or for the use of, a qualified organization. It is voluntary and is made without getting, or expecting to get, anything of equal value.” This publication provides clarification of what constitutes a legal gift. Excerpts are quoted below:

What Gifts Are Not Deductible? Amongst other things, Contributions to Individuals, Contributions to Nonqualified Organizations, Contributions From Which You Benefit, Value of Time or Services.

Contributions to Individuals – “You cannot deduct contributions to specific individuals including contributions to a qualified organization if you indicate that your contribution is for a specific person.” What does this mean? Donations earmarked for a specific person’s travel and/or expenses are not deductible even if the person provided services to a qualified organization.
Contributions to Nonqualified Organizations – “You cannot deduct contributions to organizations that are not qualified to receive tax-deductible contributions.” What does this mean? For example, contributions to College fraternities and sororities (which the IRS views as social clubs) are not deductible.

Contributions From Which You Benefit – “If you receive or expect to receive a financial or economic benefit as a result of making a contribution to a qualified organization, you cannot deduct the part of the contribution that represents the value of the benefit you receive.” What does this mean? Payments made which result in an opportunity to win a prize (raffle tickets, door prizes, lottery tickets, etc.) are not tax-deductible.

Value of Time or Services – What does this mean? The value of income lost while volunteering is not a deductible contribution.

It is important not to make the assumption that since Babson College is a qualified organization, all donations to Babson College and its affiliates are tax-deductible. If there is any question as to whether proposed fundraising activities may prevent donors from claiming a tax-deduction, please consult the Development Division.

**Conclusion**

Today’s donors have more outlets for their philanthropic desires than ever before. As competition for the philanthropic dollar has increased, donors now receive appeals from numerous non-profit organizations. Consequently they are likely to become annoyed by multiple requests from the same organization. To ignore this imperative is to risk reduced support, an outright refusal, or perhaps even permanent discontinuation of support.

Babson College can be at the forefront of a donor’s choice if we are clear in our intent, focused on the College’s highest priorities, and presenting exciting opportunities for involvement. Coordinating College-wide fund-raising activities is imperative.

This document relies heavily on and gives all credit due to Fundraising Guidelines for Faculty, Staff and Campus Organizations, St. Norbert College, August 2006. Some sections are taken intact from the Fundraising Guidelines while others have been modified to fit Babson College’s objectives.
Notes on Working with the President’s Office

Student clubs will often seek assistance from the President’s Office on key, college-wide events. The following points provide a best and preferred practice to utilize when approaching work with the President’s Office.

Potential speakers/judges—making connections
a. The President’s contact list is quite extensive and s/he is often willing to help in areas where s/he knows potential speakers. To request the President’s assistance with brainstorming speakers, please send an email to Tracee Petrillo outlining the details of the event and you or your club’s thoughts on the desired speaker(s).

b. The President is sometimes willing to assist with outreach to prospective speakers should s/he have a connection to them and has approved of the speaker(s) recommendation. If this is the case, student clubs should:

   i. Craft a letter from the student club to the prospective speaker. It is critical that this is an articulate letter free of punctuation and grammatical errors, and outlines the event and proposed topic for the speaker.

   ii. Submit a working draft of the letter to Tracee Petrillo. The President will then approve the letter and send an attached handwritten note to the prospective speaker that should accompany the club’s letter. Please note that students do not invite guests on behalf of the College, rather an individual student may invite a guest on behalf of their club. Likewise, the Dean of the Graduate School may invite a guest on behalf of the Graduate School, and the President may invite a guest on behalf of the College. All letters that are not signed by the President must be proofread and edited by the Writing Resource Center.

The President as a Speaker at your Event

b. The President is extremely supportive of student run events and enjoys welcoming groups to campus or delivering keynote speeches, where appropriate. The recommended practice for securing the President at a student run event is to issue the request early. The President’s schedule fills very quickly, so timeliness is imperative to securing the President’s time. You should send a detailed request (including date of event, time that you are requesting, and what you would like the President to do) to Tracee Petrillo.
2) Funding requests

   a. The President’s Office is **not** a source of funding for student run events.
Apply for Funding through the Student Leadership Initiative Fund

Mission
The Office of the Graduate Dean has a vested interest in cultivating Babson Graduate Student Leaders. The Student Leadership Initiative Fund (SLIF) supports leadership endeavors which promote the Babson Brand.

SLIF, which is a centralized location for administrative support of student activities, is managed by current MBA students. Requests are granted for the following, but are not limited to:

- Events and activities such as Forums, Case Competitions, Panel Presentations, Tournaments, etc., which externally and internally promote the Babson Brand.
- Opportunities for Babson students to participate in external/off-site events that will benefit the student body and the Brand.

Apply
Do you, or does your organization at Babson, seek financial support for an event or activity that promotes the Babson brand? If so, we encourage you to complete the application at https://life.babson.edu/organization/student-leadership-initiative-fund-/form/start/957 in order to be considered for funding.

SLIF reviews funding four times per semester, unless a special session is called to review a request. All deadline information can be found on the SLIF site on Life@Babson.

Applications for events taking place spring semester may be submitted in at any time during the semester; however, funding is available on a first served basis.

For planning purposes, it may take up to two weeks from the deadline for a decision by the board. Accordingly, we encourage you to submit your applications as early as possible, even if the event is not scheduled until later in the semester.

SLIF has a budget of $10,000 for the academic year. We ask you to consider this when submitting your application.
Working with Graduate Student Council: Budget Information

- **Budgeting for forums is done through the normal GSC budget process**
  - If you are on the graduate club leaders’ listserv, you will receive an email from the VP of Finance about submitting a budget request.
  - Included in the e-mail will be guidance on what the GSC does and does not fund.
  - You are expected to abide by all deadlines in this e-mail.
  - Please note these guidelines apply to the GSC funding provided for the forum. Typically the GSC funds a portion of the forum, not the entire event.

- **Plan ahead!**
  - For forums, you often have to work with vendors outside of Babson. Using these vendors require you to file paperwork (such as a check request form and tax information) with the Babson finance office. This paperwork will take a few weeks to process, so reach out to the VP of Finance once the Club plans to work with a vendor.
  - Other receipts may take two weeks to reimburse. All such receipts should go to the VP of Finance.

- **Expenses over $5,000 need to be cleared ahead of time**
  - If you expect to spend over $5,000 on a service or an item, this needs to be approved by the Director of Graduate Student Affairs. Please reach out to the Director prior to moving ahead with payment arrangements.

- **You may be able to find other sources of funding beyond the GSC**
  - The president’s office, Blank Center, Center for Women’s Leadership may be willing to provide funding.
  - The Student Leadership Fund may also be able to provide funds. (Feel free to apply now, with initial decision occurring during the first month of the fall/spring semester. Additionally, the budget for SLIF is $5,000 per semester. The point of contact for any questions is found on their Life@Babson page.

- **BE PROACTIVE!**
  - Reach out to the VP of Finance with any questions. S/he can help provide the necessary forms and explain any part of the process. S/he is also willing to help you plan expenses, figure out how to achieve cost savings, etc.
Forum leaders, like club leaders, are expected to adhere to the budget provided by the GSC. However, talk with the VP of Finance should the forum’s leadership team anticipate any problems.
Below are answers to frequently asked questions about the support the Alumni Relations Office provides to graduate student organizations.

**ATTENTION!** Prior to all alumni communications, please send a list or notice to the Alumni & Friends Network Office. They work closely with the Development office who knows of any current or anticipated requests going out to alumni.

- **How can I promote my club events to alumni?**
  Leverage the College's social media channels: including the Babson Community LinkedIn Group; the Babson MBA Program Facebook fan page; Twitter messages containing the hash tag #babson; and regional, international, and affinity alumni groups’ Facebook pages and LinkedIn groups.

  Select student events, including major forums such as the Babson Entrepreneurship Forum and the Babson Investment Management Association (BIMA) Conference, and events co-sponsored by student clubs with one of Babson’s Career Affinity Groups (CAG), receive additional marketing support from the Alumni Relations Office. This support may include featuring the student-run forum on the Alumni Events web site or promoting the student club event on a CAG listserv.

- **How do I contact alumni?**
  Use the Alumni Directory for one-on-one outreach to Babson alumni. In accordance with our privacy policy, alumni populate their own directory profiles so they choose what information is shared. You can assume if an alumnus/a has provided an email or phone number, he/she is willing to be contacted by members of the Babson Community. Please review and adhere to the “Terms of Use” before reaching out to alumni via the Alumni Directory.

- **What if I want to send a broadcast email to a group of alumni?**
  All bulk emails to alumni are sent for Babson by the Alumni Relations Office. The Office does not provide lists of alumni contact information. In order to ensure that our alumni are not swamped by spam from Babson and to comply with the CAN-SPAM Act and manage opt-out requests, we do not provide students with alumni email lists.

- **Can the Alumni Office help me find speakers for my club’s events?**
  Yes! To identify speakers who best meet your needs, please send an email with detailed information and a specific request to the office, and your email will be directed to the appropriate person. Include the title of your event, event date and time, event description, name of your student organization, the name and contact
information of a student to whom questions should be directed, and the type of speaker(s) you seek.

We encourage you to consult with faculty and the Graduate Center for Career Development staff for additional speaker ideas.

In addition, you might find the Alumni Directory helpful. Using the “advanced search” function you can search for alumni by industry or company. Your search will generate a list of alumni. After reviewing this list, you can send a personal email to alumni on your target list. Please be sure to carefully review the “Terms of Use” before reaching out to alumni via the Alumni Directory.

Please let us know when alumni participate in your programs as speakers by sending an email with the speaker’s name, year of graduation, and the event details to alumrel@babson.edu.

➢ **Does the Alumni Office provide financial support to graduate student organizations?**
   In general, the Alumni Office does not provide financial support to student organizations. Some financial support is available for graduate student organizations that resonate with one of Babson’s seven Career Affinity Groups (CAG), and in which case there is a full partnership between the student organization and a CAG.

➢ **Can I survey alumni?**
   Alumni survey requests are reviewed on a case-by-case basis. If you are interested in surveying alumni, please send an email to the Development office. Your request should be submitted by the 15th of the month to be included, if approved, in that month’s alumni eNewsletter. The request should include a short description of your organization, the purpose of the survey, the survey URL, a specific deadline for completing survey, and the name and contact information of a student to whom questions may be directed.
**EVENT CHECKLIST**

**Event Name:**
**Date & Time:**
**Location:**
**Attendance:**
**Club Advisor:**
**Advisor Notified of Event:** Yes / No  If yes, when:

- ☐ Checked Life @ Babson, and the Babson Calendar for conflicting events
- ☐ Verified all large event dates with Graduate Student Affairs

**Room Reservation Request and Arrangement:** (scheduling@babson.edu) x4527
*(Please be sure to follow space policy guidelines)*

- ☐ Number of tables and their arrangements
- ☐ Extra garbage cans (small or large)
- ☐ Extra chairs
- ☐ Podium
- ☐ Flipcharts
- ☐ Extension Cords/ Power strips

Note: Needham/Wellesley and the PepsiCo Pavilion require a logistics plan when you submit a reservation.

- ☐ Check Life @ Babson and the Babson Calendar for conflicting events
- ☐ Verify all large event dates with the Graduate Student Affairs

**Event registered on Life@Babson – http://life.babson.edu/**

**Confirmed Information Required:**
- ☐ Primary Contact
- ☐ Location
- ☐ Catering and/or Alcohol Needs
- ☐ Sodexo Confirmation (if applicable)
- ☐ Media Requirements
- ☐ Flier (Print and 16:9 ratio versions)

**Facilities and Grounds** – For all needs other than room setup: (workorder@babson.edu) x4444
- ☐ Request for signs to be staked (parking, directional signs, etc.)
- ☐ Banners hung and cut down

**Catering (On Campus)** – Sodexo: (catering@babson.edu) x4943

**FINAL COUNTS ARE DUE TO CATERING AT LEAST 3 DAYS BEFORE AN EVENT**

- ☐ Food - Breakfast, lunch, dinner, snacks, dessert, receptions
- ☐ Beverages or bar (and refreshes)
- ☐ Skirted and clothed tables
- ☐ Flowers – Centerpieces (bubble bowls, bud vases, etc.) or podium pieces
- ☐ Extra water for presenters/panelists

**Media Services/AV needs:** (media@babson.edu) x6333

- ☐ Microphone (tabletop, podium, hand-held, lavaliere)
- ☐ Overhead or LCD Projector for PowerPoint
- ☐ Video Camera
- ☐ Laptop hookup
- ☐ TV/VCR/ DVD player
- ☐ Video Tape Event
- ☐ Computer presentation in room (ex: PowerPoint)
- ☐ Slide for backdrop
- ☐ Lighting

*See Reverse Side*
Signage ($25.00 per sign):
Send as a PowerPoint presentation to Canon Copy Center x4266
  - Select the size of the print (small – any size paper- 8.5”x11”, 8.5”x14”, 11”x14”, medium or gate – 18”x24”, large – 24”x36”)
  - Select foam core or laminated

Typical Event Signage (not all will apply to your event) Reserved Parking Signs
  - Directions to parking lots or buildings signs (staked)
  - Gate signs (welcome signs)

Public Safety (Security): x5555 – Notify and negotiate parking requests and requirements
  - Notify of any private spots they need to cone off that day (5 max)
  - Rooms unlocked/locked
  - Officer on site (if there will be beer or wine) – speak w/ the Chief at x4333
  - Minivans – (Must provide drivers that are van certified. List can be obtained from Public Safety)

Registration process:
  - Invitations
  - Registration process set up (via phone, email or web)
  - Attendance sheet for count and name tags

Marketing Media: Publications (x4267) and web services (x4512)
  - Save the dates, Invitations
  - Posters
  - Banners
  - Programs
  - Brochures
  - Website
  - Photographer

Travel arrangements
  - Flights
  - Hotel (BECC)
  - Car Service

Favors / Awards / Thank you gifts:
  - Ordered or bought
  - Ready for presentation

Public Relations: x4549
  - Press Release/Media Relations

Incoming cash: Business Office - x5686
  - Cash box
  - Receipt book
  - Spare cash for change

Paper Items: Corporate Express www.eway.com
Nametags:
  - Babson Stock, Z24BABPTAG (300 inserts)
  - Badge style: Pin/clip/lanyard, Clip CL95543 (50 per box)
  - Pin, AVECB74C (100 per box)
  - Lanyard, AVECS4C (50 per box)
  - Stick-on, Z24BABATAG (100 per pack)
  - Tent cards, Z24BABTENT (250 per pack)
  - Place cards, Ordered through Publications

Thank you letters/gifts sent, or emailed, to volunteers and event participants
Hi Everyone!
Below please find the logistics for the Town Meeting coming up on Wednesday, February 8th. Please let me know if you have any questions.

Thanks!
Joan x4573

Employee Town Meeting
Wednesday, February 8, 2006
1 – 2:30pm
Sorenson Theater

Facilities: Please have setup complete by 12:00pm
- Please place podium at stage left
- Please place Babson, Mass, and American flags on stage
- Please remove chairs from the left and right sides of the theater
- Please provide 3 easels for signage
- Sodexho will submit own needs

Media/Sorenson Needs:
- Please be sure podium microphone is on and working
- Please prepare slide down screen for PowerPoint capabilities

Sodexho:
- Please provide food set-up per Confirmation Report #xxxx.

Public Safety
- Please provide a details office as alcohol will be served.
- Guests will be parking in Nichols Lot.

HELPFUL TIP: If this is a large event with lots of moving parts, meet with Facilities, Media, Public Safety, and Sodexho TOGETHER before event to review your Logistics Memo!!
<table>
<thead>
<tr>
<th>Name</th>
<th>Organization/Company</th>
<th>Title</th>
<th>Resources Available</th>
<th>Note</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chuck Collins</td>
<td>Graduate Student Affairs</td>
<td>Assistant Director, Graduate Student Affairs</td>
<td>General advising, risk management, university collaboration, resources for policy/process/financial</td>
<td>(781) 239-3899</td>
<td><a href="mailto:ccollins9@babson.edu">ccollins9@babson.edu</a></td>
<td><a href="https://life.babson.edu/organization/gpsa">https://life.babson.edu/organization/gpsa</a></td>
<td></td>
</tr>
<tr>
<td>Sandy Sweetman</td>
<td>Events Management Office</td>
<td>Scheduling</td>
<td>Room reservations for Olin Hall, Knight Auditorium, and other classroom buildings on campus</td>
<td>At time of booking, please also provide Sandy with any set-up requests (tables, chairs, garbage cans, etc.). A set-up is REQUIRED for the Needham/Wellesley and Knight Auditorium.</td>
<td>(781) 239-4527</td>
<td><a href="mailto:scheduling@babson.edu">scheduling@babson.edu</a></td>
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</tr>
<tr>
<td>TBD</td>
<td>Graduate Student Council</td>
<td>VP Student Activities</td>
<td>Books Roger’s Pub on Thursday Nights</td>
<td>--</td>
<td></td>
<td><a href="mailto:gnedoros1@babson.edu">gnedoros1@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Andy Dutton</td>
<td>Athletics</td>
<td>Assistant Athletics Director</td>
<td>Room reservations for PepsiCo (side gym), Staake Gym (main gym), Babson Skating Center, and athletics fields</td>
<td>Hotel room bookings at a discount for guest speakers. Rate is typically $12.33. Event spaces are also available. Contact Judy Curley in Events Management to secure lowest rates for room blocks.</td>
<td>(781) 239-5630</td>
<td><a href="mailto:dutton@babson.edu">dutton@babson.edu</a></td>
<td><a href="http://www.babsonathletics.com">http://www.babsonathletics.com</a></td>
</tr>
<tr>
<td>Athena Gwlas</td>
<td>Babson Executive Center</td>
<td></td>
<td></td>
<td></td>
<td>(781) 239-5800</td>
<td><a href="mailto:athena.gwlas@babson.edu">athena.gwlas@babson.edu</a></td>
<td><a href="http://www.babson.edu/executive-education/Pages/home.aspx">http://www.babson.edu/executive-education/Pages/home.aspx</a></td>
</tr>
<tr>
<td>Erin Freda</td>
<td>Graduate Dean’s Office</td>
<td>Manager, Graduate Operations</td>
<td>Manages the downtown Boston space – contact if interested in utilizing this space. Also books the Dean’s Conference Room in Olin Hall.</td>
<td>Be aware that there are limitations around hosting events in this space – no alcohol, the space consists of only one room with no area for break-out, etc.</td>
<td>(781) 239-4320</td>
<td><a href="mailto:efreda@babson.edu">efreda@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Jim Castrataro</td>
<td>Direct, Summer Programs &amp; Camps</td>
<td></td>
<td>Books outdoor spaces during the summer months</td>
<td></td>
<td>(781) 239-5730</td>
<td><a href="mailto:castrataro@babson.edu">castrataro@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Michele Oshima</td>
<td>Sorenson Theater for the Arts</td>
<td>Director</td>
<td>Reservations for Sorenson Theater and the Black Box Rehearsal Space</td>
<td></td>
<td>(781) 239-5680</td>
<td><a href="mailto:sorenson@babson.edu">sorenson@babson.edu</a></td>
<td><a href="http://www.babson.edu/offices/services/sorenson-center/Pages/home.aspx">http://www.babson.edu/offices/services/sorenson-center/Pages/home.aspx</a></td>
</tr>
<tr>
<td>Neely Steinberg</td>
<td>Graduate Programs and Student Affairs</td>
<td>Assistant Director</td>
<td>Books Olin 201, 202, and 225 between noon and 6 PM</td>
<td>Contact Neely ONLY if the rooms booked through Sandy Sweetman are unavailable.</td>
<td>(781) 239-6187</td>
<td><a href="mailto:csteinberg@babson.edu">csteinberg@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Patricia Baptiste</td>
<td>Sodexo Catering Offices</td>
<td>Catering Manager</td>
<td>Reservations for Roger’s Pub EXCEPT Thursday Nights</td>
<td></td>
<td>(781) 239-5259</td>
<td><a href="mailto:pbaptiste@babson.edu">pbaptiste@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Denning Aaris</td>
<td>Office of Faith and Service</td>
<td>Assistant Director, Multifaith Programs</td>
<td>Books Gravin Chapel</td>
<td></td>
<td>(781) 239-5969</td>
<td><a href="mailto:daaris@babson.edu">daaris@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Catering orders for meals and alcohol service and linen/glassware orders for event rooms.</td>
<td>If serving alcohol, you must also hire a detail officer from Public Safety. See below for more information.</td>
<td>(781) 239-5259</td>
<td><a href="mailto:catering@babson.edu">catering@babson.edu</a></td>
<td><a href="http://www.babsondining.com/catering/index.html">http://www.babsondining.com/catering/index.html</a></td>
</tr>
<tr>
<td>TIPS Servers</td>
<td>Undergraduate Student Life</td>
<td></td>
<td>Request list of TIPS servers from undergrad Office of Student Life. Roughly $37.50/hour with a two hour minimum. List of servers can be found on Student Leadership’s L@B Page.</td>
<td>If serving alcohol, you must also hire a detail officer from Public Safety. See below for more information.</td>
<td>(781) 239-5103</td>
<td><a href="mailto:catering@babson.edu">catering@babson.edu</a></td>
<td><a href="http://www.babsondining.com/catering/index.html">http://www.babsondining.com/catering/index.html</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FINANCE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(781) 239-5843</td>
<td><a href="mailto:jhall2@babson.edu">jhall2@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Mariana Robina</td>
<td>Graduate Student Council</td>
<td>VP Finance</td>
<td>Answers questions about club funding. Responsible for club budget requests.</td>
<td></td>
<td></td>
<td><a href="mailto:mrrobinagalatas1@babson.edu">mrrobinagalatas1@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Jeff Hall</td>
<td>Financial Services</td>
<td>Manager, Accounts Payable</td>
<td>To establish new vendors in the Babson system.</td>
<td></td>
<td>(781) 239-5843</td>
<td><a href="mailto:jhall2@babson.edu">jhall2@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Kerry Adorno</td>
<td>Student Leadership Initiative Fund</td>
<td>SLIF Co-Chair</td>
<td>SLIF supports leadership endeavors which promote the Babson Brand. Graduate students seeking financial support from the Graduate School should apply to the SLIF, which is a centralized location for administrative support of student</td>
<td>Apply through the SLIF Life@Babson page --</td>
<td></td>
<td><a href="mailto:kadorno1@babson.edu">kadorno1@babson.edu</a></td>
<td><a href="https://life.babson.edu/organization/student-leadership-initiative-fund">https://life.babson.edu/organization/student-leadership-initiative-fund</a></td>
</tr>
<tr>
<td>Marylou White</td>
<td>Development</td>
<td>Affiliate</td>
<td>Fundraising contact. Notify Marylou of any asking being made and send any checks received to her office.</td>
<td></td>
<td>(781) 239-5903</td>
<td><a href="mailto:gaffinn@babson.edu">gaffinn@babson.edu</a></td>
<td></td>
</tr>
<tr>
<td>Chuck Collins</td>
<td>Graduate Student Affairs</td>
<td>Assistant Director, Graduate Student Affairs</td>
<td>Limited use of a school credit card for airline tickets or online orders greater than $500.</td>
<td></td>
<td>(781) 239-3899</td>
<td><a href="mailto:aitkenman@babson.edu">aitkenman@babson.edu</a></td>
<td></td>
</tr>
</tbody>
</table>
### Marketing & Public Relations

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Position</th>
<th>Details</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chuck Collins</td>
<td>Graduate Student Affairs</td>
<td>Assistant Director, Graduate Student Affairs</td>
<td>To have paper fliers approved and electronic images placed on LCDs. Also responsible for entering events into. All approvals granted through Life@Babson. (781) 239-3899</td>
</tr>
<tr>
<td>Erin Freda</td>
<td>Graduate Dean's Office</td>
<td>Manager, Graduate Operations</td>
<td>Oversees Olin Hall space. Request to have banners hung over balconies through Erin.</td>
</tr>
<tr>
<td>Michael Chmura</td>
<td>College Marketing</td>
<td>Director, Public Relations</td>
<td>To create an official Babson press release about the event. You must provide detailed information on the event.</td>
</tr>
<tr>
<td>Pooja Shah</td>
<td>Graduate Marketing</td>
<td>Coordinator</td>
<td>To market the event through Babson’s Social Media Council (Babson Graduate School Facebook and Twitter pages)</td>
</tr>
</tbody>
</table>

### Facilities

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Position</th>
<th>Details</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jim Castratano</td>
<td>Babson College</td>
<td>Facilities</td>
<td>To use a set of hand radio devices on event day</td>
</tr>
<tr>
<td>Jim McLaughlin</td>
<td>Babson College</td>
<td>Facilities</td>
<td>Manages facility set-up on event day, can help secure golf cart. Has worked at Babson for 18 years and is extremely helpful</td>
</tr>
</tbody>
</table>

### Public Safety

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Position</th>
<th>Details</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A Babson College</td>
<td></td>
<td>To obtain parking passes, post signage, and hire Public Safety Officers.</td>
<td>Babson also oversee van certification process.</td>
</tr>
</tbody>
</table>

### Media and Technology

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Position</th>
<th>Details</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Florendo &amp; Ned Rothstein</td>
<td>Classroom technology support specialist</td>
<td>Information Technology</td>
<td>Microphone, podcast, video recording, assistance with technology in classrooms</td>
</tr>
<tr>
<td>Alonso Hidalgo</td>
<td>Graduate Student Council</td>
<td>Director of Technology</td>
<td>Assists graduate clubs with Life@Babson, club listserv, club websites, and EventBrite accounts</td>
</tr>
</tbody>
</table>

### External Event Resources

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Position</th>
<th>Details</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob</td>
<td>Bob the Balloon Boss</td>
<td>Owner</td>
<td>Balloon arches and balloon products.</td>
</tr>
<tr>
<td>Resource Room</td>
<td>Babson College - Reynolds</td>
<td>An on-campus resource room with poster paper, markers, balloons, and helium. Get the key from the front desk at</td>
<td></td>
</tr>
<tr>
<td>Ted Pidcock</td>
<td>ChillyBears</td>
<td>To order customized promotional products - t-shirts, bags, giveaways.</td>
<td>He is based in Needham and does great work.</td>
</tr>
<tr>
<td>Erica Rife</td>
<td>Mass Challenge</td>
<td>Community Program Manager</td>
<td>Responsible for rental of Mass Challenge space for outside groups</td>
</tr>
</tbody>
</table>

### Booking a Special Guest

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Position</th>
<th>Details</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christine Testa*</td>
<td>Graduate Dean's Office</td>
<td>Administrative Assistant</td>
<td>Responsible for schedule of Dean Hanno</td>
</tr>
<tr>
<td>Nina Kondo*</td>
<td>President's Office</td>
<td>Special Assistant to the President</td>
<td>Responsible for schedule of President Schlesinger</td>
</tr>
</tbody>
</table>

*After confirming availability of special guest with assistant, you MUST send a personalized invitation directly to the guest themselves.

### Partnering Offices

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Position</th>
<th>Details</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amir Reza</td>
<td>Office of International</td>
<td>Director</td>
<td>Partner for events with international components.</td>
</tr>
<tr>
<td>Andy Dutton</td>
<td>Babson Athletics</td>
<td>Assistant Director</td>
<td>Assists sports clubs with bookings in Webster</td>
</tr>
<tr>
<td>Chen Paulson</td>
<td>Grad CCD</td>
<td>Director</td>
<td>Contact for assistance targeting industry-focused</td>
</tr>
<tr>
<td>Cheryl Kiser</td>
<td>Lewis Institute</td>
<td>Director</td>
<td>Partner for events with social impact component</td>
</tr>
<tr>
<td>Cindy Klein-Marner</td>
<td>Blank Center for Entrepreneurship</td>
<td>Manager, Venture Accelerator</td>
<td>Partner for events with entrepreneurial components</td>
</tr>
<tr>
<td>Dallase Scott</td>
<td>Babson Office of Sustainability</td>
<td>Program Manager</td>
<td>Partner for events seeking to engage in sustainable/green</td>
</tr>
<tr>
<td>Judy Curley</td>
<td>Events Management Office</td>
<td>Director, Alumni &amp; Engagement Events</td>
<td>Contact for graduate forums – expert on logistics and alumni involvement</td>
</tr>
<tr>
<td>Name</td>
<td>Department</td>
<td>Position</td>
<td>Area of Focus</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------------------------------</td>
<td>-----------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Karl Honerlaw</td>
<td>Cutler Center</td>
<td>Program Coordinator</td>
<td>Partner for events focusing on finance</td>
</tr>
<tr>
<td>Katrina Fludd</td>
<td>Student Diversity and Coordinator</td>
<td>Coordinator</td>
<td>Partner for events focusing on diversity and/or inclusion</td>
</tr>
<tr>
<td>Lisa Thomas</td>
<td>Office of Faith and Service</td>
<td>Director</td>
<td>Partner for spiritual or service-related events</td>
</tr>
<tr>
<td>Michelle Oshima</td>
<td>Sorenson Center for the Arts</td>
<td>Director</td>
<td>Partner for arts-related events</td>
</tr>
</tbody>
</table>

Updated: 25-Mar-13
From: Rule, Joan  
Sent: Friday, January 27, 2006 9:57 AM  
To: SCHEDULING@BABSON.EDU, SUPPORT@BABSON.EDU, CATERING@BABSON.EDU, DRAPEAU@BABSON.EDU (Public Safety)  
Subject: Feb. 8 Town Meeting Logistics Memo

Hi Everyone!  
Below please find the logistics for the Town Meeting coming up on Wednesday, February 8th. Please let me know if you have any questions.

Thanks!  
Joan x4573

Employee Town Meeting  
Wednesday, February 8, 2006  
1 – 2:30pm  
Sorenson Theater

Facilities: Please have setup complete by 12:00pm  
-Please place podium at stage left  
-Please place Babson, Mass, and American flags on stage  
-Please remove chairs from the left and right sides of the theater  
-Please provide 3 easels for signage  
-Sodexho will submit own needs

Media Needs:  
-Please be sure podium microphone is on and working  
-Please prepare slide down screen for PowerPoint capabilities

Sodexho:  
-Please provide food set-up per Confirmation Report #xxxx.

Public Safety  
- Please provide a details office as alcohol will be served.  
- Guests will be parking in Nichols Lot.

HELPFUL TIP: If this is a large event with lots of moving parts, meet with Facilities, Media, Public Safety, and Sodexho TOGETHER before event to review your Logistics Memo!!
<table>
<thead>
<tr>
<th>Room Name</th>
<th>Total Sq. Footage</th>
<th>Room Dimensions</th>
<th>Ceiling Height</th>
<th>Classroom</th>
<th>Theater</th>
<th>Diamond 8's with Buffet</th>
<th>Reception</th>
<th>U-Shape</th>
<th>Square Shape</th>
<th>Rounds with Buffet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barefoot Park</td>
<td>2,940</td>
<td>N/A</td>
<td>N/A</td>
<td>-</td>
<td>80</td>
<td>x</td>
<td>-</td>
<td>120</td>
<td>-</td>
<td>18 10</td>
</tr>
<tr>
<td>Glavin Chapel</td>
<td>1,647</td>
<td>41’ x 40’</td>
<td>28</td>
<td>-</td>
<td>150</td>
<td>-</td>
<td>-</td>
<td>150</td>
<td>-</td>
<td>8 6</td>
</tr>
<tr>
<td>Hollister Atrium</td>
<td>1,620</td>
<td>66' x 24'</td>
<td>22</td>
<td>-</td>
<td>40</td>
<td>-</td>
<td>-</td>
<td>80</td>
<td>-</td>
<td>4 4</td>
</tr>
<tr>
<td>Knight Auditorium</td>
<td>5,858</td>
<td>83' x 67'</td>
<td>27</td>
<td>168</td>
<td>450</td>
<td>-</td>
<td>-</td>
<td>500</td>
<td>-</td>
<td>32 25</td>
</tr>
<tr>
<td>Knight Auditorium (balcony)</td>
<td>1,190</td>
<td>42’ x 20’</td>
<td>17</td>
<td>-</td>
<td>250</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Needham Room</td>
<td>927</td>
<td>27' x 36'</td>
<td>11</td>
<td>30</td>
<td>30</td>
<td>5</td>
<td>-</td>
<td>40</td>
<td>20</td>
<td>25 25</td>
</tr>
<tr>
<td>Wellesley Room</td>
<td>927</td>
<td>27’ x 36’</td>
<td>11</td>
<td>30</td>
<td>30</td>
<td>5</td>
<td>-</td>
<td>40</td>
<td>20</td>
<td>25 25</td>
</tr>
<tr>
<td>Needham/Wellesley</td>
<td>1,867</td>
<td>54' x 36’</td>
<td>11</td>
<td>50</td>
<td>120</td>
<td>13</td>
<td>11</td>
<td>120</td>
<td>40</td>
<td>40 - 11</td>
</tr>
<tr>
<td>Olin Auditorium</td>
<td>2,267</td>
<td>53' x 49’</td>
<td>16</td>
<td>-</td>
<td>200</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Reynolds 241</td>
<td>948</td>
<td>41’ x 23’</td>
<td>11</td>
<td>30</td>
<td>90</td>
<td>8</td>
<td>6</td>
<td>90</td>
<td>24</td>
<td>30 - 6</td>
</tr>
<tr>
<td>Reynolds 244</td>
<td>441</td>
<td>21’ x 20’</td>
<td>11</td>
<td>18</td>
<td>20</td>
<td>3</td>
<td>-</td>
<td>24</td>
<td>15</td>
<td>16 - 3</td>
</tr>
<tr>
<td>Reynolds 245 A/B</td>
<td>280</td>
<td>13’ x 21’</td>
<td>11</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>16 - 3</td>
</tr>
<tr>
<td>Reynolds Dining Rm</td>
<td>946</td>
<td>33’ x 27’</td>
<td>9</td>
<td>28</td>
<td>40</td>
<td>6</td>
<td>-</td>
<td>60</td>
<td>24</td>
<td>30 - 6</td>
</tr>
<tr>
<td>Rogers Pub</td>
<td>1,600</td>
<td>44’ x 36’</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sorenson Theater</td>
<td>3,360</td>
<td>62’ x 58’</td>
<td>31</td>
<td>-</td>
<td>329</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sorenson Theater (balcony)</td>
<td>1,537</td>
<td>44’ x 19’</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sorenson Upper Lobby</td>
<td>800</td>
<td>27’ x 30’</td>
<td>26</td>
<td>-</td>
<td>24</td>
<td>-</td>
<td>-</td>
<td>60</td>
<td>-</td>
<td>4 4</td>
</tr>
<tr>
<td>Lorber Park</td>
<td>10,000</td>
<td>200’ x 40’</td>
<td>N/A</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Life@Babson
And Its Place in the Marketing Mix
Use The Entire Marketing Mix
# Common Marketing Tactics for Student Events

<table>
<thead>
<tr>
<th>Technique</th>
<th>Advantages</th>
<th>Drawbacks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper Marketing Materials</td>
<td>- Often highly effective</td>
<td>- Expensive</td>
</tr>
<tr>
<td>(posters, handbills, flyers, mailings, etc.)</td>
<td>- Students “like having some information written down”</td>
<td>- Pressure from students and administrations to “go green”</td>
</tr>
<tr>
<td></td>
<td>- Parents respond well to mailings</td>
<td>- Can create litter</td>
</tr>
<tr>
<td></td>
<td>- Some student affairs divisions collaborate with university print shops to reduce cost of these materials</td>
<td>- Requires labor to distribute paper materials</td>
</tr>
<tr>
<td>Student Affairs Web Sites</td>
<td>- Central point for all student affairs information</td>
<td>- Must be well-designed and easy to navigate to be effective</td>
</tr>
<tr>
<td></td>
<td>- Potentially low cost</td>
<td>- Requires students to actively access Web site</td>
</tr>
<tr>
<td></td>
<td>- Software and templates exist to facilitate Web design</td>
<td></td>
</tr>
<tr>
<td>Digital Display Screens</td>
<td>- Effective when placed in prominent locations</td>
<td>- High initial expense</td>
</tr>
<tr>
<td></td>
<td>- Low cost after initial outlay</td>
<td></td>
</tr>
<tr>
<td>Emails</td>
<td>- Low cost</td>
<td>- Students respond poorly to too many emails; as a result, some student affairs divisions allow students to opt out of email updates</td>
</tr>
<tr>
<td>Text Messaging</td>
<td>- Quick transmission of information</td>
<td>- Conflicting data on effectiveness</td>
</tr>
<tr>
<td>Social Networking Tools (Facebook, Twitter, etc.)</td>
<td>- Low cost</td>
<td>- Conflicting data on effectiveness</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td>Word of Mouth Marketing</td>
<td>- Most effective with students</td>
<td>- Difficult to implement</td>
</tr>
<tr>
<td></td>
<td>- Low cost</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- University A attempts to harness word of mouth by encouraging faculty and staff to promote events to students and having staff promote events in costume</td>
<td></td>
</tr>
</tbody>
</table>
Word of Mouth
Among College Students

• Besides web sites, the second most likely source of news and information is from friends and family
  GenX2Z Panel, December 2008, Anderson Analytics

• Word of mouth is THE most prominent way students learn about events
  Revitalizing Student Affairs Marketing Efforts, January 2010, Education Advisory Board

Examples of Word of Mouth

• Dorms
• Classes
• Group meetings
• Clubs & orgs
• SGA meetings
• Work
• Trim/Reynolds
• Library
“Traditional” Marketing Mix

- Still a relevant and necessary part of the mix
- Paper promotional materials
  - Posters
    - 11 by 17
    - 24 by 36
    - 36 by 48
  - Tent cards
  - Flyers (8 ½ by 11)
  - Postcards
  - Hangcards

**Cons**
- Cost
- Dated
- “Why r u not going green?”

It’s unsustainable!
E-mail

Pros
• It’s easy!

Cons
• Overused
• Filtering
• Student mailbox size
• The way old people communicate

Tips
• Target, target, target
• Find the niche markets/lists that are interested in your event
Contacts

- Reynolds Campus Center, Hollister Lobby, Trim
  (Jen Zamora, jzamora@babson.edu)
- Jazzman’s Café (Kay Sorensen, ksoresen@babson.edu)
- Horn Library (Dee Stonberg, stonberg@babson.edu)
- Webster Center (Amy Lampe, alampe@babson.edu)
- Olin Hall (Erin Freda, efreda@babson.edu)
Social Media

Extend the Word of Mouth!

Facebook
- Events, groups, fan page posts, individual status updates

Twitter

LinkedIn
- Babson Community
- Class Groups
- Program groups (i.e. CLTP)

Life@Babson

Contact ugradmarketing@babson.edu to promote through Babson College Facebook page or Twitter Account
How many texts / mobile phone chat messages does the average teen send?

Nearly 100 texts a day!

How do you use this as a marketing tool?

• Formatting
• Quick Hits
• Think about it as extending word of mouth
Get Creative!

DATE ME?

KITCHEN AND PATIO
NOW OPEN SUCKA
Use The Entire Marketing Mix
FME Businesses Opportunities in Olin Hall

Publicity
FME Businesses looking to publicize their product in Olin Hall have two means at their disposal:

1. **Paper fliers**

   Paper fliers may be hung in Olin Hall. All fliers must contain the following:
   
   a. FME business name
   b. A line stating the following “Sales of this product are being conducted as a part of Babson’s FME undergraduate curriculum requirement.”
   c. If the flier publicizes an on-location sale of a product, please indicate the date, time, and location of the sale.

   Fliers may not be placed on floors, windows, and painted or metallic surfaces.

2. **Olin Hall LCDs**

   FME business can publicize their product on the two Olin Hall LCDs on the ground and first floor of the building. Fliers must be submitted as either .jpg or .ppt files (.pptx files cannot be displayed) and must be formatted as a 16:9 image. To learn how to create a 16:9 image, visit: [https://life.babson.edu/organization/gpsa/DocumentLibrary/View/149332](https://life.babson.edu/organization/gpsa/DocumentLibrary/View/149332).

   The Graduate Marketing Department will approve any fliers submitted for the LCD. Posters must follow Babson branding policies and must look professional in nature. Skewed or distorted images will not be displayed. LCD images must also contain the following:
   
   a. FME business name
   b. A line stating the following “Sales of this product are being conducted as a part of Babson's FME undergraduate curriculum requirement.”
   c. If the flier publicizes an on-location sale of a product, please indicate the date, time, and location of the sale.

   FME business promotions can run for up to two weeks, and updates are made on Tuesday and Thursday mornings. To have your flier posted, contact Pooja Shah, pshah@babson.edu.

Selling Product in Olin Hall
FME Business looking to table in Olin Hall can apply by completing a form online. Visit the Graduate Student Affairs Life@Babson Site ([https://life.babson.edu/organization/gpsa](https://life.babson.edu/organization/gpsa)) and click on “Forms”.

Before completing the form, please consider the following policies:
1. Once approved by Graduate Student Affairs, students are responsible for booking the space by emailing scheduling@babson.edu or booking through the Room Reservation link on the portal. Students must also place a request for the necessary tables, chairs, and easels by emailing scheduling@babson.edu. FME businesses may choose to table in the Olin Cafe space next to the auditorium or in the Olin Lobby.

2. Each FME business can only sell wares in Olin Hall for three days each semester to ensure that every group looking to participate is able. Whether they choose to do them consecutively or spread them out is up to the group.

3. FME groups must display a sign with the following information: "Sales at this table are being conducted as a part of Babson's "Foundations of Management and Entrepreneurship" undergraduate curriculum requirement."

4. Only one FME business is permitted to sell in Olin Hall at any given time. Approvals will be granted on a first-come, first served basis.

5. FME businesses are not permitted to “hard sell.” Sellers must maintain a professional demeanor while selling in Olin Hall.

6. Space must be left clean each time you leave. No posters or other materials should remain in your absence. Foam core boards left behind will be thrown away—they are not permitted to stay up in the Olin Lobby unattended.

**Note that due to the graduate class schedule, the most potentially successful sales times are Monday-Wednesday, 12:30-1:30 PM and 5:30-6:30 PM.**
General Guidelines

- All promotional messaging should contribute to and be consistent with the overall position of the institution. The focus should be geared toward the students, faculty, and staff of the Graduate School community.
- Submissions will be posted no more than 3 weeks prior to the event date.
- No department, organization or group may have more than 3 slides running at one time.
- Each LCD screen submission should include a start and end date for the posting to run.

The LCD Screens will be updated twice a week, occurring every Tuesday and Thursday. Approved PowerPoint slides must be received by 9:00 am in order to be included in the update. PowerPoint slides received after the deadline will not be posted until the following update occurs.  

Faculty, Staff and Administration submissions: Pooja Shah, Graduate School Marketing at pshah@babson.edu.

Graduate Student Clubs & Organizations submissions: Upload with the event registration in Life @ Babson or email gradsa@babson.edu if not associated with a registered event.

Content Guidelines

- A posting should accurately reflect the nature and content of the promotion. It must also include all relevant information (i.e. time and place of the event, the admission policy and cost, the name of the sponsoring group, and a means of obtaining additional information).
- A posting may not contain material or language that may be considered offensive, harassing of any individual or group on the basis of race, gender, national origin, religion or sexual orientation, messages of hate, a threat of violence, or otherwise violate College policy.
- A posting may not include any content that infringes upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary right.

Babson Branding Guidelines

- College Marketing has produced a comprehensive set of brand guidelines to provide visual cohesiveness for Babson’s internal and external communications. Maintaining Babson’s visual identity is vital to protecting the integrity of its public image. This includes the correct use of the Babson logo(s), at all times and all applications.

Formatting Guidelines

- Postings for the Olin Hall LCD screens may be submitted as a PowerPoint slide (*ppt) or JPG file.
- PowerPoint slides must be created in a 16:9 format and saved as a *ppt file (PowerPoint 97-2003 Presentation). Please note: simply reformatting original 4:3 slides to 16:9 will result in stretched/skewed text, images and logos. Distorted slides will not be accepted for display.

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1 All slides submitted by Graduate Student Clubs & Organizations must be approved by GPSA prior to the LCD screen updates.
JPG files must be created to format properly to a **16:9** PowerPoint slide. Simply resizing an image will result in the distortion of text, images and logos within the JPG file. Distorted images will not be accepted for display.

To create a PowerPoint slide in a 16:9 format follow the instructions below.

1. Open PowerPoint to a new presentation
2. Go to the **Design** tab
3. Click **Page Setup**
4. The box below will become visible. From the drop down menu, select **On-Screen Show (16:9)**
5. Click **OK**

Once you have created your slide in the 16:9 format, be sure to save the presentation as a **.ppt** not **.pptx**.

6. Click on the **Office Button**
7. Scroll over **Save As** and the options below will appear
8. Select **PowerPoint 97-2003 Presentation** and save

---

**Save a copy of the document**

- **PowerPoint Presentation**
  - Save the file as a PowerPoint Presentation.

- **PowerPoint Show**
  - Save as a presentation that always opens in Slide Show view.

- **PowerPoint 97-2003 Presentation**
  - Save a copy of the presentation that is fully compatible with PowerPoint 97-2003.

- **OpenDocument Presentation**
  - Save the presentation in the Open Document Format.

- **PDF or XPS**
  - Publish a copy of the presentation as a PDF or XPS file.

- **Other Formats**
  - Open the Save As dialog box to select from all possible file types.
PHOTOGRAPHIC AND ARTWORK CONSENT AND RELEASE FORM

I hereby authorize Babson College, its employees, volunteers, students and/or agents (hereinafter referred to as “College”) to:

1. With respect to my likeness and voice
   (a) Record my likeness and voice on a video, audio, photographic, digital, and electronic or any other medium.
   (b) Use my name in connection with these recordings.
   (c) Use, reproduce, exhibit or distribute in any medium (e.g. print publications, video tapes, CD-ROM, DVD, Internet/WWW, Digital Media) these recordings for any purpose that the College, and those acting pursuant to its authority, deem appropriate, including promotional or advertising efforts.

2. With respect to my original artworks (including without limitation performances of any nature)
   (a) Record my original artwork on a video, audio, photographic, digital, and electronic or any other medium.
   (b) Use my name in connection with these recordings.
   (d) Use, reproduce, exhibit or distribute in any medium (e.g. print publications, video tapes, CD-ROM, DVD, Internet/WWW, Digital Media) these recordings for any purpose that the College, and those acting pursuant to its authority, deem appropriate, including promotional or advertising efforts.

I release the College and those acting pursuant to its authority from liability for any violation of any personal or proprietary right I may have in connection with such use. I will make no monetary or other claim against the College for the use of these recordings. I understand that all such recordings, in whatever medium, shall remain the property of the College. I have read and fully understand the terms of this release.

Name of Participant: _____________________________________________________

Address: __________________________________________________________________

City ________________________________________________________________

State______________________ Zip_________________ Phone: ________________

Signature_____________________________
Parent/Guardian Signature (if Participant is under 18):
The framework and process for evaluating “risk” as it relates to campus activities, including student events and club activities, is detailed in the “Risk Management Guide for Activity/Event Organizers.” See link: C:\Users\tpitaro\Desktop\Risk Mgmt Guide FINAL Version 2.15.11.doc. As a supplement to the “Guide”, this document summarizes the alcohol and catering policy that applies to internal and external groups (including student groups) which are planning to host events on campus.

Alcohol:

- All groups must use Sodexo for their alcohol needs on campus (with the exception of events at Babson Executive Conference Center)
  - Sodexo may use a subcontractor to provide bartending services at an on-campus event
  - In most cases, only beer and wine can be served at a group event. On occasion, the Events Management Office will host events for staff, alumni, and friends (not students) of the College, where hard alcohol is served on campus by Sodexo; these events include, but are not limited to, 25 Year Club, President’s Society, Back to Babson, Events at President’s House.
  - Groups cannot bring in their own alcohol to be served at an event

- Alcohol Donations: All alcohol donations to a group, including those from corporations or distributors, must go through Sodexo’s approved alcohol vendor in order to be served at an event. Please contact Sodexo for further details.

- For all events on the Babson College campus (excluding Roger’s Pub and Babson Executive Education center), any group that charges a fee for guests to attend any portion of the event MUST secure a one-day liquor license from the Town of Wellesley through the Events Management Office no less than 45 DAYS PRIOR TO THE EVENT. Please contact the Events Management Office for more information.

- Tip Certified Servers and Babson Public Safety Officers are required on site for all events where alcohol is served. Tip Certified Servers are provided by Sodexo for all events on campus where alcohol is served. Sodexo will also train and/or hire students to be Tip Certified Servers at student events on campus (e.g. Knight Party, Buffoonery). The number of Public Safety Officers is determined by size and scope of event through the Babson Public Safety Department.

Catering:

- Sodexo is the College’s preferred Campus caterer for all events on campus. Groups planning events on campus are strongly encouraged to contact Sodexo to review their needs prior to booking or finalizing any plans. You can go online at www.babsondining.com or call Sodexo at 781-239-4943. This should be no less than 2-3 weeks prior to the scheduled event.

- If Sodexo cannot meet the groups’ catering needs (due to timeline, budget, food requests) and an outside 3rd party catering vendor is needed, groups should consult with the Purchasing Office to obtain the “List of Vetted and Approved Third Party Caterers.” The “List” will also be updated and maintained on the Purchasing website. The providers on this list meet the established criteria for insurance and liability coverage, as defined by Babson. Babson must have on file an updated Certificate of Insurance from the 3rd party vendor prior to any catering event on campus. If the caterer is not already on the approved list, please contact the Purchasing Office to have the new food provider vetted.

- Food Donations: If vendors aren’t on a list of vetted and approved third party caterers or they do not have a Certificate of Insurance, then groups cannot accept food donations from them.

- The foregoing shall not apply to small, informal gatherings where the attendees purchase lunch or dinner.
The local area providers that are “Approved” on this list meet the established criteria for insurance and liability coverage, as defined by Babson. Babson must have on file an updated Certificate of Insurance from the 3rd party vendor prior to any catering event on campus. If the caterer is not already on the approved list, please contact the Purchasing Office to have the new food provider vetted.

### Approved:

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Contact</th>
<th>E-mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAKER’S BEST</td>
<td>150 Gould St. Needham, MA</td>
<td>617-332-4588</td>
<td>Michael Baker</td>
<td><a href="mailto:mbaker@bakersbestcatering.com">mbaker@bakersbestcatering.com</a></td>
</tr>
<tr>
<td>BLUE RIBBON BAR-B-Q</td>
<td>45 Kenneth Street, Newton, MA</td>
<td>617-244-7427</td>
<td>Leslie Pfeiffer</td>
<td><a href="mailto:leslie@blueribbonbbq.com">leslie@blueribbonbbq.com</a></td>
</tr>
<tr>
<td>BOLOCO</td>
<td>1265 Worcester St, Natick MA</td>
<td>617-830-2259</td>
<td>Erin Childs</td>
<td><a href="mailto:echilds@boloco.com">echilds@boloco.com</a></td>
</tr>
<tr>
<td>BRUEGGERS BAGELS</td>
<td>97 Central St, Wellesley, MA</td>
<td>781-235-2358</td>
<td>Shirley Lusty</td>
<td><a href="mailto:bostoncatering@brueggers.com">bostoncatering@brueggers.com</a></td>
</tr>
<tr>
<td>COMELLA’S</td>
<td>1095 Great Plain Ave, Needham</td>
<td>857-919-6362</td>
<td>Jessica Villavicencio</td>
<td><a href="mailto:jvillavicencio@comellasrestaurants.com">jvillavicencio@comellasrestaurants.com</a></td>
</tr>
<tr>
<td>DOMINO’S PIZZA</td>
<td>868 Worcester St Wellesley, MA</td>
<td>781-235-6800</td>
<td>Henry Askew</td>
<td><a href="mailto:showmeyourpizza@hotmail.com">showmeyourpizza@hotmail.com</a></td>
</tr>
<tr>
<td>DYLAN &amp; PETE’S ICE CREAM</td>
<td>558 Chelmsford St. Lowell, MA</td>
<td>978-454-1141</td>
<td>Marie Boose</td>
<td><a href="mailto:info@dylanandpetes.com">info@dylanandpetes.com</a></td>
</tr>
<tr>
<td>LA RIVIERA GOURMET</td>
<td>390 Washington St Wellesley, MA</td>
<td>781-235-1885</td>
<td>Karyn Carmichael</td>
<td><a href="mailto:karyn@larivieragourmet.com">karyn@larivieragourmet.com</a></td>
</tr>
<tr>
<td>LINDEN STORE</td>
<td>162 Linden St, Wellesley, MA</td>
<td>781-237-9229</td>
<td>Mark LeBrun</td>
<td><a href="mailto:mark@lindenstore.com">mark@lindenstore.com</a></td>
</tr>
<tr>
<td>OFF THE VINE CATERING (DOMENIC &amp; ANTHONY)</td>
<td>163 Morse St, Norwood, MA</td>
<td>781-769-8970</td>
<td>Holly James</td>
<td><a href="mailto:holly@offthevinecatering.com">holly@offthevinecatering.com</a></td>
</tr>
<tr>
<td>PANERA BREAD # 3558</td>
<td>841 Worcester St, Natick MA</td>
<td>508-907-6226</td>
<td>Kelly Jenkins</td>
<td><a href="mailto:Kelly.jenkins@panerabread.com">Kelly.jenkins@panerabread.com</a></td>
</tr>
<tr>
<td>PAPA GINO’S</td>
<td>254 Washington St. Wellesley MA</td>
<td>339-868-2526</td>
<td>Patrick Rigione</td>
<td><a href="mailto:Gatetowire22@aol.com">Gatetowire22@aol.com</a></td>
</tr>
<tr>
<td>ROCHE BROS</td>
<td>70 Hastings Street, Wellesley MA</td>
<td>Call Purchasing 4947</td>
<td>Dan Donovan</td>
<td><a href="mailto:ddonovan@rochebros.com">ddonovan@rochebros.com</a></td>
</tr>
<tr>
<td>STONE HEARTH PIZZA</td>
<td>974 Great Plain Ave, Needham</td>
<td>617-999-8540</td>
<td>Andrew Stone</td>
<td><a href="mailto:astone@stonehearthpizza.com">astone@stonehearthpizza.com</a></td>
</tr>
<tr>
<td>UPPER CRUST PIZZA</td>
<td>99 Central Street, Wellesley, MA</td>
<td>781-235-5011</td>
<td>Patrick Joyce</td>
<td><a href="mailto:Patrick_joyce@uppercrustpizza.com">Patrick_joyce@uppercrustpizza.com</a></td>
</tr>
</tbody>
</table>

### Paperwork In Progress

<table>
<thead>
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<th>Address</th>
<th>Phone Number</th>
<th>Contact</th>
<th>E-mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEN &amp; JERRY’S - NATICK</td>
<td>1265 Worcester Road, Natick, MA</td>
<td>508-650-5400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BERTUCCI’S – WELLESLEY</td>
<td>380 Washington St, Wellesley MA</td>
<td>781-239-0990</td>
<td>Jason Kasch</td>
<td>Bert014@bertucci’s.com</td>
</tr>
<tr>
<td>CAFÉ FRESH BAGELS</td>
<td>896 Highland Ave, Needham Heights, MA</td>
<td>781-444-7444</td>
<td>James</td>
<td></td>
</tr>
<tr>
<td>CAFÉ MANGAL</td>
<td>555 Washington St, Wellesley</td>
<td>781-235-5233</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CALIFORNIA PIZZA 279</td>
<td>183 Linden St, Wellesley, MA</td>
<td>781-416-3690</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CATERING BY ANDREW</td>
<td>402 Harvard St, Brookline MA</td>
<td>617-731-6585</td>
<td>Andrew</td>
<td></td>
</tr>
<tr>
<td>CATERING BY MOTTI</td>
<td>179 West Central St, Natick MA</td>
<td>508-315-3707</td>
<td></td>
<td><a href="mailto:motti@cateringbymotti.com">motti@cateringbymotti.com</a></td>
</tr>
<tr>
<td>CHINA SKY</td>
<td>11 Forest St, Wellesley MA</td>
<td>781-431-2388</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Address</td>
<td>Phone Number</td>
<td>Contact</td>
<td>E-mail Address</td>
</tr>
<tr>
<td>-------------------------------</td>
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<td>---------------------------</td>
</tr>
<tr>
<td>COCONUT THAI CAFE</td>
<td>257 Washington St, Wellesley, MA</td>
<td>781-235-8255</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COWLICKS</td>
<td>168 Garden St, Needham, MA</td>
<td>781-444-2660</td>
<td>Ray</td>
<td></td>
</tr>
<tr>
<td>GARLIC ’N LEMONS CATERING</td>
<td>133 Harvard Ave, Allston, MA</td>
<td>617-783-8100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>K. O. CATERING</td>
<td>87 A St. Boston, MA 02127</td>
<td>617-269-4500</td>
<td>Kerrie</td>
<td></td>
</tr>
<tr>
<td>MACHU PICCHU PERUVIAN</td>
<td>307 Somerville Ave, Somerville</td>
<td>617-628-7070</td>
<td>Rosy Cerna</td>
<td><a href="mailto:Rosycerna_5@msn.com">Rosycerna_5@msn.com</a></td>
</tr>
<tr>
<td>MASALA ART</td>
<td>990 Great Plain Ave, Needham</td>
<td>781-449-1141</td>
<td></td>
<td></td>
</tr>
<tr>
<td>METROWEST CATERING</td>
<td>61 Marion St Natick MA</td>
<td>508-277-1278</td>
<td>Robert</td>
<td></td>
</tr>
<tr>
<td>MINERVA INDIAN CUISINE</td>
<td>500 Boston Providence Tkpe, Norwood, MA 02062</td>
<td>781-964-9573</td>
<td>Chakrapani Gosetty</td>
<td><a href="mailto:chakrapanigosetty@yahoo.com">chakrapanigosetty@yahoo.com</a></td>
</tr>
<tr>
<td>NICK’S PIZZA HOUSE</td>
<td>263 Washington St, Wellesley, MA</td>
<td>781-235-9494</td>
<td>Lucio</td>
<td><a href="mailto:Dutra00@verizon.net">Dutra00@verizon.net</a></td>
</tr>
<tr>
<td>NOT YOUR AVERAGE JOE’S</td>
<td>109 Chapel St, Needham, MA</td>
<td>781-453-9300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PINKBERRY FROZEN YOGURT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>QUEBRADA</td>
<td>272 Washington Street, Wellesley</td>
<td>781-237-2111</td>
<td>Katie</td>
<td></td>
</tr>
<tr>
<td>QDOBA</td>
<td>185 Linden St, Wellesley, MA</td>
<td>781-235-3390</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RITA’S CATERING</td>
<td>1935 Revere Beach Parkway, Everett, MA</td>
<td>617-389-1601</td>
<td>Suzanne Murphy</td>
<td><a href="mailto:smurphy@ritascatering.com">smurphy@ritascatering.com</a></td>
</tr>
<tr>
<td>STOP &amp; SHOP</td>
<td>829 Worcester St, Natick, MA</td>
<td>508-6504050</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHAW’S</td>
<td>33 Austin St, Newton MA</td>
<td>617-964-6825</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TRULY YOGURT</td>
<td>35 Grove St, Wellesley MA</td>
<td>781-239-1356</td>
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TOWN OF WELLESLEY
Application for Special License(s)

Date of Application: _____________ Date of Event: _______________

A special License is a temporary license issued pursuant to Chapter 635 of the Acts of 1982 to the responsible manager of any nonprofit organization conducting any indoor or outdoor activity or enterprise for the sale of alcoholic beverages.

Application fee for one or more applications filed on the same date: $25.00
Fee for each license issued: $50.00
Make checks payable to: Town of Wellesley

The undersigned hereby applies for a Special License for:
□ All Alcoholic Beverages       X□ Wine and Malt Beverages Only

APPLICANT INFORMATION

Name of Non-Profit Organization: ______ Babson College
Address: 231 Forest Street, Babson Park, Wellesley, MA 02457-0310
Name of Event Manager: _____ Dave Hawes ______ Address: __ Babson College
Assistant Event Manager: __ Linda Duzan ______ Address: __ Babson College

EVENT INFORMATION

Event Name & Description (If multiple events; See Attachment1): __________________________

Event Date: __________________________

Event Location: __________________________

Occupancy: ______ Estimated Attendance: _____________ Indoor/Outdoor (circle one)

An 8X11” floor plan of the premises to be licensed must be submitted along with the application showing the exact location within the event area where alcoholic beverages will be sold, served, and consumed, and indicating all entrances and exits.
Name of catering service responsible for service of alcoholic beverages:

SODEXO Babson College Campus
Name Address

Describe steps you have taken to ensure that the employees of the catering service or the individuals listed above have completed an alcoholic beverage server-training program or similar in-house training.

All servers must be TIPS trained and certified. Evidence of training must be provided prior to event.

Describe security precautions or police details if any:

Babson College Public Safety Officers are assigned to each event in accordance with the College’s long-standing practice. The number of officers assigned to a particular event fluctuates based upon the number of anticipated attendees. Access to event location is controlled consistent with College policies based upon the type of event, the location and the number of anticipated attendees.

Babson College

Printed Name of Applicant

Its ____________________________

Applicant’s Signature Date

RETURN COMPLETED APPLICATION, FLOOR PLAN AND CHECK FOR FEES TO:

BOARD OF SELECTMEN
525 Washington Street
Wellesley, MA 02482
781-431-1019 ext 2204
<table>
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SPONSORSHIP AGREEMENT FORM

We will support Babson College by being a sponsor of the following activity:

Event: ___________________________ Date: _______________

Student Organization/Contact: ____________________________________________

Donor/Sponsor Name: ____________________________________________________

Contact Name and Title: _________________________________________________

Address: _________________________________________________________________________

City: ______________ State: _________ Zip _____________

Phone: ______________ E-Mail: ___________________________________________________________________

Authorizing Signature: ___________________________ Date: _______________

Amount of Sponsorship: $_____________________

Level of Sponsorship: (check one)

☐ Platinum Sponsorship
☐ Gold Sponsorship
☐ Silver Sponsorship
☐ Other/General Sponsorship

Method of Payment: (check one)

☐ Check/Money Order (please make payable to Babson College)
☐ Online at www.babson.edu/makeagift (You can designate your gift/sponsorship by selecting Other at the giving detail and writing in the event name or student organization)
☐ Credit Card (MasterCard/VISA/Amex) – Please contact Marylou White in Development at 781-239-5903 for processing.
Please return this completed form and donation to:

Babson College  
c/o Marylou White, Development  
231 Forest Street  
Cruickshank Alumni Hall  
Babson Park, MA 02457-0310

A portion of your contribution may be tax deductible depending on the level of Sponsorship.  
A receipt for tax purposes will be mailed to you upon receipt of your donation.  
For more information, please contact Adam Griffin at 781-239-5903 or mwhite11@babson.edu

THANK YOU FOR YOUR SUPPORT AND SPONSORSHIP!

To be completed by Babson College:

Value of donation received: $__________________________  
Gift amount/appraised amount: $__________________________  
Allocation/General Ledger Number: __________________________  
Signature: __________________________

******************************************************************************