

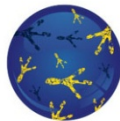
Dare to be first.



# AFFINITY EVENT AGREEMENT/MANUAL

**Office of Alumni Relations**

Alumni Hall  
24 E Main Street  
Newark, DE 19716  
(302) 831-2341  
AlumNet@udel.edu  
[www.UDconnection.com](http://www.UDconnection.com)



[UDconnection.com](http://www.UDconnection.com)

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## *A Message from the Directors*

Dear University of Delaware Alumni:

On behalf of the University of Delaware and the Development and Alumni Relations (DAR) Staff, we would like to **THANK YOU** for your leadership in planning your affinity celebration. This endeavor is critical to the future of UD, our alumni and our students and we appreciate the time, talent and treasure that you will invest over the coming months.

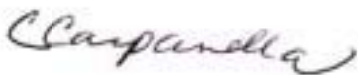
This handbook was developed with you in mind. It provides the essential tools you will need to create a fun and engaging event and to gain the maximum support and participation from your fellow Blue Hens. We ask that you read through the materials to learn of the many services our staff will provide.

Affinity reunions provide an excellent opportunity to reunite with your fellow group members, to make new friends and to expand your professional network. It's also an opportunity for our 145,000 Blue Hens worldwide to rediscover the University of Delaware and see firsthand an institution that we can all be proud of. As you begin thinking about your reunion, remember to keep the University of Delaware traditions alive and promote President Harker's goal to pave a new path designed to engage the critical issues of our day, to increase the global impact of the University and to raise our prominence around the world.

A well-organized and dedicated volunteer team will speak volumes to the success of your event and we are confident that your investment will yield significant returns. Because of you, your affinity will remember the University in its own distinctive way and anticipate it to be fun, energizing, enjoyable – and even educational – for all participants.

We look forward to helping you design your celebration by promoting the event to your classmates and friends. Thank you again for your support – let's make your celebration next June a blast!

Sincerely,



Cindy Campanella, CEPP '84  
Director, Alumni Relations



Robin Wray, AS '80  
Director, Annual Giving

## I. Event

- **Why should you partner with the Office of Alumni Relations?**
  - The Office of Alumni Relations has full access to the entire alumni database
  - We can enhance your event by promoting on the Alumni Weekend website, hosting registration, and include the event in all other marketing materials (See V. Marketing & Promotion)
  - Your group is able to take advantage of the professional event planning expertise of the Alumni Relations staff
  
- **The Office of Alumni Relations will require the following information:**
  - Contact name, phone number and email for the event organizer for your group
  - Short description of the event with group name, on-campus advisor/contact (if applicable)
  - Location, date, and time
  - Cost per person (for registration purposes)
  - Maximum capacity of event location
    - Our online registration tool can display a message when event is sold out
  - Food and/or beverage to be served
  - VIP's or special guests invited
  - Agenda of event (if applicable)

➤ Please be sure to fill out the online form at <http://www.udconnection.com/Reunions/Gather-a-Group> or the attached form at the end of this packet
  
- **Timelines**
  - The deadline for your event information to be submitted to the Office of Alumni Relations is **December 17, 2010**
  
- **Scheduling your event**
  - See the event locations & schedule at the end of this packet to determine an appropriate time and place for your event
  - For any on campus venues, Aramark (an American food, facilities, and clothing provider, supplying businesses, courts, educational institutions, health care providers, and armed forces) must be used for any food/drink options
    - Contact the UD Conference Services at 302-831-2214 or to view their menus online visit <http://www.udel.edu/conferences/>

## II. Venue

- Your group is expected to book the venue, maintain contact with the venue representative, execute the event and follow up with the venue
- Your group is responsible for selecting the menu and make all other decisions regarding the planning, execution and set-up of the event
- The Office of Alumni Relations is able to provide you with ideas and suggestions for a venue

## III. Finances

- Your group is expected to make all financial arrangements with the venue, including the deposit and final payment
- The Office of Alumni Relations is unable to bypass any money through our accounts

## IV. Event Registration

- UD Alumni Relations will manage the online, pre-event registration through the alumni online community
  - The online community is exclusively for UD alumni though there is an option so that non-alumni can register themselves. Normally only non-alumni can register as a guest of a Blue Hen
- Your event will be listed as a registration option within the main Alumni Weekend registration page
- If you decide to charge for your event, the payment must be accepted through a University account code given to the Office of Alumni Relations before December 17, 2010 (See IV Finances for more details)
  - If your event requires payment, the registration page will be able to take credit card payment
  - Alumni Relations will provide you with materials so that you can manage walk-up registration and payment as well
- The Office of Alumni Relations will provide head counts on a monthly basis
- **Three days prior to the event**, after online registration closes, Alumni Relations will send you a list of registrants with class year and UD college (if applicable)
  - A member of your group is expected to create both name badges and a sign-in sheet. Please submit a copy of the event attendees (omit no-shows, include walk-ups) to Alumni Relations via post or email by **Friday, June 10, 2011**

## V. Marketing & Promotion

- The Office of Alumni Relations will add your event to the FRW master calendar, web site and on the schedule of events in the FRW publication inserted into *Messenger* magazine (sent to over 150,000 alumni, family and friends)
- The Office of Alumni Relations will work with you to schedule and create emails sent to your group only
  - Emails will be sent to alumni from your group, using the addresses we have on file

- Emails that are sent to all alumni (with emails on file, about 55,000) advertising Alumni Weekend as a whole will always direct people to the website for more detail where your event information will be housed
- You will provide the majority of the email's content and you will have the opportunity to approve a draft before it is sent
- If you have your own database of alumni information, it must be shared with Alumni Relations so we can incorporate the latest information into the marketing efforts for your event. Having an updated and complete list of alumni who participated in your group along with their contact info is crucial

## VI. Fundraising

- If your group is interested in raising funds in conjunction with the reunion, please contact Heather Barron in the Annual Giving Office for more details. [hbarron@udel.edu](mailto:hbarron@udel.edu) 302-831-8636

## VII. Event Staffing

- Representatives from or members of your group are expected to staff the event and provide coverage for the duration of the event
  - This includes set up and break down of event logistics

## VIII. Giveaways/Decorations

- Spirit Kit: beads, pom-poms, face tattoos, table tents etc.
- Alumni Association informational brochures

## IX. Other

- Given the scope and size for Alumni Weekend, the Office of Alumni Relations is unable to provide name tags for your event
- University Printing can provide name tags with the University of Delaware logo
  - They will need a couple weeks in advance for ordering the name tags and printing the logo

## Office of Alumni Relations Reunion Contacts

**Cindy Campanella '84**  
 Director, Alumni Relations  
[ccampa@udel.edu](mailto:ccampa@udel.edu)  
 (302) 831-2343

**Patricia Fitzgerald '04**  
 Associate Director  
 Reunion & Student Programs  
[tfitz@udel.edu](mailto:tfitz@udel.edu)  
 (302) 831-7034

**Christine Scheirer '09**  
 Program Coordinator  
 Reunion & Student Programs  
[cls@udel.edu](mailto:cls@udel.edu)  
 (302) 831-1294

## Timeline/Checklist

<input checked="" type="checkbox"/>	<u>Action/Tasks</u>	<u>Date</u>
	Contact the Office of Alumni Relations with idea for event	Summer/Fall 2010
	Merge databases with the Office of Alumni Relations (only if applicable to your group)	Summer/Fall 2010
	Determine Location Coordinate and Book the venue	Due by December 17, 2010
	Determine Date/Time	Due by December 17, 2010
	Maximum Capacity of venue, communicate with Office of Alumni Relations (for registration purposes)	Due by December 17, 2010
	Determine Food/Beverages	Due by December 17, 2010
	Determine Cost	Due by December 17, 2010
	Coordinate finances with the Office of Alumni Relations	Due by December 17, 2010
	Coordinate all text for marketing Materials	Due January 2011
	Market to constituency	Spring 2011
	Shape the program/agenda of event (if applicable to event)	Spring 2011
	Finalize all details with venue	May 2011
	Receive final list from the Office of Alumni Relations	3 days prior to event
	Make name tags (if applicable)	June 2011
	Take attendance at event	June 2011
	Provide Office of Alumni Relations with final attendance list after the event	Friday, June 10, 2011

Affinity Event Form

Due December 17, 2010

Contact Full Name \_\_\_\_\_

Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

Event Location \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_ Cost \_\_\_\_\_

*Per Person*

Maximum Capacity of Event Location \_\_\_\_\_

Food and/or Beverage \*Reminder: if your event is on campus, Aramark must be used, see section I.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

VIPs and/or Special Guests requested

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Event Agenda/Timeline (what will you be doing during the event?)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Short Description of Affinity

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Return to the Office of Alumni Relations 24 E Main St. Newark, DE 19716**

## SIGNATURES

**Leader/Member of Affinity holding the event** – I, the undersigned, am the responsible party for the event to be held at the University of Delaware’s Alumni Weekend. I have read the policies and guidelines included in this Event Agreement and the accompanying Event Timeline and agree to the terms and conditions of the same.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Office of Alumni Relations Representative (to sign after the leader/member has returned)**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return this portion to  
the Office of Alumni Relations 24 E Main St. Newark, DE 19716  
before December 17, 2010**

## EVENT VENUES

<b>Space Name</b>	<b>Max People</b>
<b>CFA Gore Lobby</b>	500 standing reception
<b>CFA Gore Lobby</b>	With Rounds = 100
<b>CFA Puglisi Hall</b>	Guess with Rounds = 200; Standing Reception = 600
<b>Center for the Arts - Gore Recital Hall</b>	200 people
<b>Center for the Arts - Thompson Theater</b>	420-450
<b>Clayton Hall Lobby</b>	Reception = 500
<b>Clayton Hall Room 101 A&amp;B</b>	With Rounds = 160
<b>Kent Dining Hall</b>	325
<b>Pencader Dining Hall</b>	Cannot Use
<b>Russell Dining Hall</b>	378
<b>Rodney Dining Hall</b>	352
<b>Perkins/Scrounge</b>	<i>Case by case</i>
<b>Trabant Multipurpose Room</b>	With Rounds = 400 people (A,B, C)
<b>Old College</b>	5 tables (only lobby available)
<b>Daugherty Hall (Trabant)</b>	120 people (15 rounds of 8 people)
<b>Alfred Lerner Building Lobby</b>	
<b>Amy DuPont Lobby</b>	250 (For a party with tables of food and a bar )
<b>Deer Park Tavern</b>	120 people
<b>Kildare's Irish Pub</b>	120 people
<b>Café Gelato</b>	90 people
<b>Klondike Kate's</b>	120 people
<b>Timothy's</b>	125-150 people

# SCHEDULE

**Red Times:** Do not schedule an event during these times

**Yellow:** You may schedule an event during these times, but it may conflict with other events which can affect your attendance

**Green:** Ideal times for your event. We encourage groups to schedule at these times

	<b>Friday, June 3</b>	<b>Saturday, June 4</b>	<b>Sunday, June 5</b>
10:00 a.m.		end of Blue Hen 5K	
11:00 a.m.		Town Hall	
12:00 Noon		Lunch	
1:00 p.m.			
2:00 p.m.			
3:00 p.m.	Various reunion and affinity events scheduled throughout campus		
4:00 p.m.			
5:00 p.m.			
6:00 p.m.			
7:00 p.m.			
8:00 p.m.	<b>Mug Night</b>		
9:00 p.m.			
10:00 p.m.			
11:00 p.m.			