

**UNIVERSITY OF WISCONSIN-MADISON
FACILITIES USE POLICY**

SUBJECT: Athletic Department Facility Use Policy

POLICY OF: Athletic Board

DATE: July 12, 2002

1. **Primary Use:** The facilities of the Athletic Department are primarily for the competition, practice, training and support service needs of the teams and student athletes of the Division of Intercollegiate Athletics, and for events directly related to the mission of the Division.
2. **Permitted Use:** Other departments, programs, and registered student organizations of the University of Wisconsin-Madison may schedule events in Athletic Department facilities. Non-university organizations may use the Athletic Department facilities if the event is sponsored by a UW department or program or if the event is being held at the invitation of the Division of Intercollegiate Athletics or Chancellor, provided:
 - a. such use will not detract from the mission of the university *or the use of the facilities by organizations associated with the university*, and
 - b. the facility is available and fits the proposed use. Such use is permitted under UWS 21.04 and UW-Madison's "Procedures Governing Use of University Facilities."

Definitions:

Sponsored Event: An event that is sponsored by a UW department, program or registered student organization. UW departments and programs must handle all revenue and expenses through a university account.

Invited Event: An event that is organized by an outside organization and held at an Athletic Department facilities and is at the invitation of the Division of Intercollegiate Athletics *or with the approval* of the Chancellor or his/her designee.

Revenue Producing Event: An event that produces revenue, including activities that involve donations, sales, and/or purchases, admission fees, and the like. Revenue producing events include all uses of the facility for which the primary audience is expected to pay an admission charge for the event or a registration fee for an associated conference meeting.

3. **Scheduling:** In order to make facilities available for Athletic Department primary use, to preserve open dates for scheduling revenue producing events and to have the time required to maintain the facilities, events not sponsored by or invited by the Athletic Department generally will not be scheduled in Athletic Department facilities, *especially when facilities in other campus buildings are capable of accommodating the event.*

The facility use agreement for an event may include a clause that allows the Athletic Department to reschedule the event or arrange for the moving of the event to an alternate location to accommodate the scheduling of an event that is *more appropriate* an Athletic Department facility.

4. **Direct Costs:** All Category I groups, defined as University departments, programs and registered student organizations that are sponsoring *non-revenue producing events*, will be assessed the direct costs generated by their use of an Athletic Department facility. Direct costs include charges for special services and equipment, computed on the basis of cost to the Division, where such equipment or services are provided by Athletics and not ordinarily available with the Facility. Examples of such additional charges include special set up, special police and fire protection, and special janitorial needs. Standard rates will be established by the Athletic Department for labor and equipment provided by the Athletic Department. An administrative fee will also be assessed for all non-Athletic Department contracted services or supplies.
5. **Rental Charge Amount and Direct Cost Charge: Except for Category I** (*University departments, programs and registered student organizations sponsoring non-revenue producing event*), all groups using an Athletic Department facility, will be assessed the Direct Costs and a Rental Charge. The Direct Costs, (Per Section 4), will reflect the standard rates established by the Athletic Department. The rental charge amount is categorized by the defined Sponsoring Organization and whether or not the event is revenue producing.
 - a. A Category II base rental charge will be assessed for all “invited” groups using Athletic Department facilities and for University departments, programs and registered student organizations that host *revenue producing events* where the revenue generated is budgeted to cover only the costs of the event or associated conference.
 - b. A Category III base rental charge amount plus a negotiated additional charge will be assessed to all “invited” *for-profit organization users* of Athletic Department facilities. An additional charge may be assessed for any department, program or registered student organization, or “invited” non-profit group sponsoring revenue producing events where the *revenue generated is intended to exceed the cost of the event.*

c. A Category IV base rental rate will be negotiated and assessed to all “invited’ *for profit commercial events* such as concerts and family shows. Such commercial events cannot become exempted from base rental charges through university sponsorship.

The rental charge *amount(s)* will be established by the Athletic Board. The Direct Cost and Rental Charge are intended to provide for the needs of the Athletic facilities, operating costs, and other indirect expenses.