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8.01 SUBJECT: ATHLETIC FOUNDATION – PURPOSE
(revised 12/02)

The Athletic Foundation Office is responsible for planning, developing, implementing, monitoring, and evaluating a comprehensive fundraising program for Cougar Athletics.

The Athletic Foundation Office coordinates all fundraising efforts within the athletic department, excluding the sponsorships raised by marketing and promotions for advertising and promoting specific sports as well as the efforts of Cougar Mania.

Athletic Foundation fundraising focuses on philanthropic support with minimal or no materialistic gain by the donor. The mission of the Athletic Foundation, the fundraising arm of the Washington State University Athletics Department, is two-fold: (1) to strive to provide a meaningful experience, through educational and capital support, for all of Washington State University’s student-athletes in competition, the classroom, and the community; and (2) to identify, recruit, cultivate, and steward alumni and friends so that the foundation of support for the Athletic Department continues to expand.

The comprehensive fundraising program includes the identification, cultivation, solicitation, and stewardship of both annual ($25,000 and below) and major gifts ($25,000+).

8.01a SUBJECT: ANNUAL ATHLETIC FOUNDATION CONTRIBUTION, GIFT CLUBS/BENEFITS
(revised 12/02)

Annual Athletic Foundation contributors qualify for benefits relative to the gift amount.

NOTE: Donors are automatically enrolled as WSU Foundation President's Associates with an annual contribution of $1000 or more. President's Associates are recognized by the University President as outstanding alumni and friends of WSU. Donors are also invited as guests of honor to the President's Convocation, seminars, receptions, luncheons, and cultural events on campus.

1. Silver Cougar - $10,000+
   a. Butch’s Beat and WSU Magazine
   b. Plaque
   c. AA event parking – football; A event parking - basketball
   d. Eligibility for priority seating
   e. Recognition in publications
   f. President's Associates
   g. Media guides
   h. Special Silver Cougar events
   i. Press box seats - football
   j. Special Silver Cougar gifts

2. Regents Circle - $5,000
   a. Butch’s Beat and WSU Magazine
   b. Plaque
c. AA event parking – football; A event parking - basketball
d. Eligibility for priority seating
e. Recognition in publications
f. President's Associates
g. Media guides

3. President's Circle - $2,500
   a. Butch’s Beat and WSU Magazine
   b. Plaque
c. AA event parking – football; A event parking - basketball
d. Eligibility for priority seating
e. Recognition in publications
f. President's Associates
g. Media guide upon request

4. Director's Circle - $1,000
   a. Butch’s Beat and WSU Magazine
   b. Plaque
c. A event parking - football and basketball
d. Eligibility for priority seating
e. Recognition in publications
f. President's Associates

5. Coach's Club - $500
   a. Butch’s Beat and WSU Magazine
   b. Plaque
c. B event parking - football and basketball
d. Eligibility for priority seating

6. Crimson Club - $250
   a. Butch’s Beat and WSU Magazine
   b. Certificate
c. B event parking - football and basketball
d. Eligibility for priority seating

7. Century Club - $100
   a. Butch’s Beat and WSU Magazine
   b. Certificate
c. B event parking - basketball 
   C event parking - football
d. Eligibility for priority seating

8. $99.00 or less
   a. No benefits

8.01b SUBJECT: TICKET PRIORITY SYSTEM
   (revised 12/02)
A ticket priority system is in place to allocate tickets to special athletic events and post-season events. This system will be utilized to allocate tickets based on quality and/or quantity as demand dictates. This system allows an individual to accumulate points via 14 categories that indicates an individual’s investment in Washington State University.

8.01c SUBJECT: GIFT TYPES
(revised 12/02)

1. Cash or Securities

2. Payroll Deduction

Employees of the athletic department are encouraged to support our student-athletes by donating to the general scholarship fund. We suggest doing so via payroll deduction where a specified amount will be automatically taken out of each paycheck. Sample payroll deduction breakdowns:

<table>
<thead>
<tr>
<th>Contribution</th>
<th>12 month appointment Per Pay Period</th>
<th>9 month appointment Per Pay Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50</td>
<td>$2.09</td>
<td>$2.78</td>
</tr>
<tr>
<td>$100</td>
<td>$4.17</td>
<td>$5.56</td>
</tr>
<tr>
<td>$200</td>
<td>$8.33</td>
<td>$11.11</td>
</tr>
<tr>
<td>$250</td>
<td>$10.42</td>
<td>$13.89</td>
</tr>
<tr>
<td>$500</td>
<td>$20.83</td>
<td>$27.78</td>
</tr>
<tr>
<td>$750</td>
<td>$31.25</td>
<td>$41.67</td>
</tr>
<tr>
<td>$1,000</td>
<td>$41.67</td>
<td>$55.56</td>
</tr>
<tr>
<td>$2,500</td>
<td>$104.17</td>
<td>$138.89</td>
</tr>
<tr>
<td>$5,000</td>
<td>$208.34</td>
<td>$277.78</td>
</tr>
<tr>
<td>$10,000</td>
<td>$416.68</td>
<td>$555.56</td>
</tr>
</tbody>
</table>

If you would like to sign up for payroll deduction, please contact the Athletic Foundation Office. Your donation will entitle you to the benefits listed above, depending on your level of giving.

3. Bushels for Butch

The Bushels for Butch program is directed toward WSU’s many farming friends who would prefer to help Cougar Athletics by contributing agricultural commodities to be converted to cash and still receive Athletic Foundation benefits.

4. Non-Cash or Gifts in Kind

Non cash products or services provided to the athletic program in lieu of cash donations may be applied toward the priority seating program (except some seating sections), provided the gift is approved by the athletic director.

Non-cash gifts include trade outs from restaurants, hotels, car dealerships, airlines, rental car agencies, contractors, construction material suppliers, etc.

The following hotels participate in our non-cash program:
WestCoast (properties in Spokane, Seattle, Tri Cities, Yakima)
Airport Ramada (Spokane)
Ramada Northgate (Seattle)
Hawthorn Inn (Pullman)
Holiday Inn Express (Pullman)
Quality Inn (Pullman)
The Governor (Portland)

If you are on a business-related trip and would like to have your room and tax covered by our trade-out agreement, please contact the following:

- All WestCoast hotels: Vicky Parr, Business Office, 335-0359. E-mail: vickyp@wsu.edu
- Airport Ramada: Di Bidle, Athletic Foundation Office. E-mail: bidledj@wsu.edu. Phone: 5-0336.
- Ramada Northgate: Di Bidle, Athletic Foundation Office. E-mail: bidledj@wsu.edu. Phone: 5-0336.
- The Governor: Di Bidle, Athletic Foundation Office. E-mail: bidledj@wsu.edu. Phone: 5-0336.

Please also contact Di Bidle for trade out usage for the three Pullman properties listed if you have a speaker or donor’s lodging (room and tax only) that you would like to have covered by our trade-out agreements.

5. Matching Gifts
Donors can double and sometimes triple the dollar value of their Athletic Foundation donations when their company offers a matching gift program.

Donors upgrade their benefit level through their company's matching fund.

If matches to athletic scholarships are allowed by companies, the donor completes a form obtained from their company and includes it with their donation and Cougar Pledge Card.

6. Planned Gifts
Planned gifts include bequests, trusts, annuities, life insurance contracts, and real estate.

8.01d SUBJECT: INDIVIDUAL PROGRAM SOLICITATION OF FUNDS - EXCELLENCE FUNDS
(revised 12/02)

Individual sports and departmental units are permitted to generate program specific contributions. These should be new funds, not a shift of existing contributions. These donations can be applied toward recognition in the Athletic Foundation but not toward priority seating.
RESPONSIBILITY

Coach/Unit Director

1. Make sure that all communications soliciting contributions are first cleared through the Associate Athletics Director for Development.

2. Forward any checks solicited to Athletic Foundation Office. They are then deposited to the appropriate accounts.

3. After receiving contributions, follow up with thank you letters and, when appropriate, public recognition.

4. Contact the Athletic Foundation Office for a complete listing of sport specific fundraising before soliciting donations for your sport/unit.

Athletic Foundation Office

1. Approve requests for soliciting donations from coach/unit director.

2. Receive checks from coach/unit director, deposit into proper account, and forward a copy of the deposit to the coach/unit director.

8.01e SUBJECT: CULTIVATING GIFT OPPORTUNITIES
(revised 12/02)

Cultivation and retention of gift opportunities are the responsibility of the Athletic Foundation Office with the Associate Athletics Director ultimately responsible for both major and annual gifts. The Associate Athletics Director is assisted by the Assistant Athletics Director for Annual Giving, regional development officers in Seattle and Vancouver, special event coordinators in Seattle and Spokane, and an administrative team in Pullman. Gifts are categorized as either major or annual. A major gift is usually a one-time gift of $25,000 or more. Annual gifts are recurring gifts less than $25,000.

RESPONSIBILITIES

Athletic Foundation Staff

1. Market major gift opportunities:
   a. I.D. prospect and qualifications
   b. Cultivate/Recruit
      - Team trips
      - Small dinners
      - Press invitations
      - Golf tournaments
c. Solicit
   - Present proposal
   - Meeting
   - Follow up

d. Provide stewardship
   - Thank you letters
   - Thank you event
   - Other events and activities
   - Recognition

2. Oversee annual giving campaign:
   a. Solicitation
      - Telemarketing (membership coordinator)
      - Regional one-on-one by staff
      - Fundraising events (golf tournaments, kick off dinners)
      - Football season ticket invoices
      - Football season “No Contact” letter
   b. Gift Club Structure
      - Clubs
      - Benefits
      - Priority Seating
   c. Stewardship
      - Thank you letters
      - Dinner or recognition reception
      - Plaques
      - Window stickers

8.01f SUBJECT: PRIORITY SEATING PROGRAM
(revised 12/02)

Specific seating areas are reserved for athletic scholarship fund donors based on their contribution level.

1. Beasley Coliseum - the donation required to purchase seats in a priority seating section is as follows:
   - Middle sections 8 & 10 - $50/seat
   - Lower and middle sections 12 & 16 - $100/seat
   - Lower and middle sections 13, 14, 15 - $250/seat

2. Martin Stadium - the donation required to purchase seats in a priority seating section is as follows:
   - Section 25 - $130/seat
   - Section 26 - $300/seat
   - Sections lower 5, 6, 7 - $95/seat
- Sections middle 5, 6, 7 - $441/seat
- Section undercover 5, 6, 7 - $943/seat
- Section middle 4 & 8 - $157/seat
- Section undercover 4 & 8 - $441/seat
- Press box - $3000/seat

Donors must purchase season tickets each year prior to the renewal deadline. The unrestricted donation does not include the ticket price. The system is based on annual adjustment is related to the rising cost of education at Washington State University.

8.01g SUBJECT: VOLUNTEER STRUCTURE/COUGAR CLUB ORGANIZATION  
(revised 12/02)

1. Local Cougar Clubs
   The WSU Cougar Club is a constituency-based component of the WSU Foundation and is the fundraising arm of the University’s Department of Intercollegiate Athletics. It is composed of some 20 local clubs throughout Washington which help to promote contributions and ticket sales, organize phone-a-thons, golf tournaments, and generally assist as needed.

2. WSU Cougar Club President’s Council
   The council is an advising group of all the local Cougar Club presidents. Generally, they meet twice a year.

3. Cougar Club Locations:

   AREA COUGAR CLUB PRESIDENTS

   Whitman & Adams Counties
   Colfax
   Steve Roberts
   611 E. Valleyview
   Colfax, WA 99111
   (509) 397-4629 (W)
   (509) 397-6994 (H)
   (509) 397-3708 (FAX)

   Spokane, Pend Oreille, Stevens, & Ferry Counties
   Spokane
   Doris Cleveland
   24709 N. Aspen Grove Lane
   Colbert, WA 99005
   (509) 276-5508
doric1@mindspring.com

   NORTHCENTRAL WASHINGTON
   Wenatchee
   Brent Schmitten
825 12th St. NE
East Wenatchee, WA 98802
(509) 663-1331 (W)
(509) 884-8896 (H)
(509) 665-0827 (FAX)
brents@mitchellreedinsurance.com

SNAKE RIVER VALLEY
Clarkston/Lewiston, ID
Currently vacant

WALLA WALLA VALLEY
Walla Walla
Mike Fredrickson
815 Boyer Ave.
Walla Walla, WA 99362
(509) 529-0208 (H)
(509) 522-2272 (W)

BENTON/Franklin
Kennewick
Tom Thompson
1613 S. Dawes
Kennewick, WA 99336
(509) 783-1854 (W)
(509) 735-4453 (H)
(509) 735-3802 (FAX)
tlt@owt.com

LOWER VALLEY
Prosser
Dan Scott
509/786-1224 (W)
509/786-4562 (H)

Grant & Lincoln
Moses Lake
Wayne Rimple
PO Box 1122
Moses Lake, WA 98837
(509) 765-1741 (W)
(509) 765-6538 (H)
(509) 766-2496 (FAX)
mlsteel@atnet.net

Yakima, Kittitas & Klickitat
Yakima
Currently Vacant

WHATCOM
Bellingham
Gay Nelson
c/o Britain Flynn
805 Dupont Street, Suite 4
Bellingham, WA 98225
(360) 671-7700 (W)
(360) 733-4459 (H)
(360) 671-3338 (FAX)
gaynelson@aol.com

KING
Seattle/Bellevue
Tom Prenguber
11427 207th Ave. SE
Issaquah, WA 98027
(425) 670-4199 (W)
(425) 255-0326 (H)
tomprenguber@gocougs.wsu.edu

PIERCE/KITSAP/N. MASON
Tacoma
Nate Simmons
21829 240th Place SE
Maple Valley, WA 98038
(253) 773-6877 (W)
(425) 432-7343 (H)
nate.e.simmons@boeing.com

SO. MASON/THURSTON
Olympia
Doug Bohlke
1615 Camden Circle SW
Olympia, WA 98512-6552
(360) 357-6058 (W)
(360) 236-1942 (H)
(360) 786-1621 (FAX)

LEWIS & PACIFIC
Chehalis
Dr. Mark Giffey
1214 NW State Ave
Chehalis, WA 98532
(360) 748-6622 (W)
(360) 748-1157 (H)
8.01h SUBJECT: ATHLETIC FOUNDATION GOLF CLASSICS  
(revised 12/02)

The Athletic Foundation Office organizes twelve golf tournaments each year across the state, starting in May and concluding in September. These tournaments help to promote the Cougar spirit and give participants an opportunity to meet many of our coaches and athletic department administrators in a fun and casual setting. All proceeds from these tournaments support either the general student-athlete scholarship fund or a specific endowed scholarship created through a specific tournament.

The Athletic Foundation’s Director of Internal Operations oversees all aspects of these tournaments including procuring prizes provided by the athletic department, coordinating set-up and production of these events, and securing WSU celebrity participation. WSU celebrities include our Athletic Director, Associate and Assistant Athletic Directors, and coaching staffs. Regional Athletic Foundation Event Coordinators in Spokane and WSU West share coordinating responsibilities for tournaments within their respective regions. Local Cougar Club volunteers form golf committees for each tournament and work tirelessly, under the supervision of the regional Athletic Foundation event coordinators, to secure tournament sponsors, participants, and organize event day operations.

8.01i SUBJECT: ATHLETIC ENDOWMENT PROGRAM  
(revised 12/02)

1. Fully Funded Scholarship Endowment  
   **Definition:** A fully funded athletic scholarship endowment is defined as approximately the mean average of the cost of an in-state full scholarship and an out of state full scholarship multiplied by twenty. This is reviewed every two years in July (even numbered years).

   **Gift size:** The minimum amount of principal necessary to fully fund an athletic scholarship endowment is $250,000. Pledges of $150,000 made prior to July 1994 will qualify (for the $150,000 level) as a fully funded scholarship endowment.

2. Tuition Only Scholarship Endowment
**Definition**: A tuition only athletic scholarship endowment is defined as the mean between in-state and out-of-state tuition.

**Gift size**: The minimum principal to fund tuition only athletic scholarship endowments is $100,000.

3. Athletic Scholarship Endowments  
**Gift type(s)**: The following types of gifts, valued at $250,000/$100,000 or more, qualify for athletic scholarship endowments:  

a. **Cash**: An outright gift of cash or check.

b. **Cash equivalent**: Readily marketable securities or commodities. Valuation will be the mean market value on the date the donor relinquishes control to the institution.

c. **Real estate**: The fair market value of gifts of real estate will be determined by an independent, expert appraisal obtained by the donor. Gifts of real estate must be approved by the WSU Foundation Gift Acceptance/Trust and Real Estate Management Committee.

d. **Non-cash gifts**: Gifts of tangible personal property and intellectual property require an independent appraisal of fair market value.

e. **Charitable Remainder Trusts (unitrust, annuity trust) Pooled Income Funds and Gift Annuities**: The full fair market value of assets placed in trust, as determined by an independent, expert appraisal, or of planned gifts in which the foundation has a remainder interest held irrevocably by the University, the foundation, or another trustee.

f. **Charitable Lead Trusts**: Income payments received from the trust may be considered pledge payments whether the trust is held by the University, the foundation, or another trustee.

g. **Life Insurance**: The cash surrender value on the date of the assignment of ownership of life insurance policies, when the foundation is both the beneficiary and irrevocable owner of the policy, will be considered the value of the gift.

For persons 65 or older, the amount of the death benefit may be discounted to the charitable remainder value based on the equation:

\[ P = \frac{P}{1.04^e} \]

P = pledge amount and 
\[ 1.04^e \]  
e = life expectancy.

h. **Bequests**: Subject to review by the gift acceptance committee, expectancies accompanied by a "gift contract" within which a defined gift commitment is specified to be fulfilled by the bequest, and documented by an estate document or a bequest provision will be valued based on the "present value" of the bequest intent using IRS actuarial tables.
NOTE: "Testamentary pledges" will be counted only if a) the donor is over 65; b) the commitment is for a single life (or all other donors are also over 65); c) there is a specific amount or percentage specified in the will based on a credible estimate of the future value of the estate at the time the commitment is made; d) the commitment is accompanied by an irrevocable instrument; and e) the amount is discounted to the charitable remainder value based on:

$$P \times 1.04^e$$

i. **Closely-Held Securities**: Securities not traded on an exchange or over the counter will be accepted and the valuation determined through comparable sales prices or expert appraisal.

j. **Matching Funds**: Gifts received in cash from organizations or corporations to match gifts of cash or securities by individuals associated with that organization or corporation will be credited to the individual donor.

4. **Pledges**
   Pledges will be accepted within the following guidelines:
   a. **Term**: A maximum of five years for a fully funded endowment or three years for tuition only.
   
   b. **Annual Payment**: The minimum annual payment shall be 10% of the total pledge for a fully funded endowment or 25% for tuition only.
   
   c. **Delinquency**: Any pledge, which does not receive a payment for two years or is not completed within five years/three years will be considered delinquent. The principal of all delinquent pledges may be deposited in the general athletic endowment fund.

5. **Recipients**
   The donor may define criteria for selecting a recipient, such as which varsity sport(s), minimum grade point, class year, hometown or region etc., provided the criteria is not so narrowly drafted that only one individual is the possible recipient. NCAA rules preclude a donor from selecting the actual recipient of the endowment payout.

6. **Payout**
   Payout of income from the endowment fund shall be made through foundation payment procedures existing at the time of such payment. Currently four percent of the principal of a fully funded athletic scholarship is deposited in the athletic scholarship fund on an annual basis.

7. **Recognition**
   A full scholarship donor will receive recognition consistent with the WSU Foundation policies for gifts of $250,000 (benefactor level). This includes a hosted thank you with the Director of Intercollegiate Athletics and the head coach; a news release; a benefactor plaque;
listing on the benefactor wall; and permanent recognition in the new athletic facility. A tuition scholarship donor will receive recognition consistent with the WSU Foundation policies for gifts of $100,000 (benefactor level).

8. Benefits
Cougar Club benefits will be accorded the donor and his/her spouse commensurate with the value of the annual payout throughout their lives. This includes priority seating credit. In the instance of a pledge, benefits will commence upon receipt of the first pledge payment. Additionally, a full scholarship donor will receive four complimentary season football or men's basketball tickets for their life and the life of their spouse.

9. Management
The fund will be managed in accordance with the WSU Foundation policies regarding endowment management.

10. Establishment
The endowment fund will be established upon receipt of the gift, the first pledge payment, or a completed pledge form, together with a completed Gift Usage Agreement.

8.02 SUBJECT: MARKETING AND PROMOTIONS – PURPOSE
(revised 12/02)
The purpose of the Marketing and Promotions Office is to generate interest and attendance at Washington State University athletic events, consequently influencing game ticket revenue and exposure for WSU.

The Marketing and Promotions staff develops marketing plans for all seventeen (17) sports. The plans include goals and objectives, sponsorships, ticketing strategies, season-long marketing strategies, promotional activities for each game, a pre-game and halftime entertainment schedule, and all media related promotions for all Cougar athletic teams and events.

Corporate sponsorships are secured by both Action Sports Media and by the Marketing and Promotions Office. Sponsorships include contract negotiation, coordination and fulfillment. Trademark and licensing items are coordinated through the Marketing Office in conjunction with the WSU Trademark and Licensing Department.

RESPONSIBILITY

Director of Marketing and Promotions

1. Department liaison with outsourced partners, KXLY Broadcast Group and Action Sports Media.

2. Facilitate all regional media advertising campaigns and media buys.

3. Oversee marketing efforts for all sports.
4. Coordinate print media and branding element for all sports and department needs.

5. Oversee all sponsors elements.


**Director of Corporate Marketing and Cougar Mania**

1. Develop and implement budgets including projected revenues and expenses for the fiscal year for all Cougar Mania functions (Corporate Sponsorships/Food Fair/Corporate Tents/Press Box Suites/Tent Rental/Golf Tournament).

2. Solicit wholesale and retail participants for sponsorships to generate dollars for the Athletic Scholarship Fund, Weight Room Endowment, Press Box Suites and IPF Pledge.

3. Serve as food and beverage consultant for the Athletic Department and Cougar Concessions.

4. Plan and direct all media buys (TV, Radio, Newsprint & Billboards).

5. Meet special needs and requests of departmental staff (Tent set-up, food and beverage for teams, meetings or other events, equipment purchase/donation as needed).

**Assistant Director of Marketing and Promotions**

1. Supervise Marketing internship program.

2. Coordinate marketing efforts for Volleyball, Men’s Basketball & Baseball.

3. Create and assist with sponsorship contracts and fulfillments.

4. Coordinate and facilitate campus and off-campus PR events.

5. Coordinate all on-field promotions and presentations for football game day. Create detailed timelines for all football game day entertainment & in-stadium giveaways.

**Promotions Coordinator**

1. Coordinate all local radio and newspaper advertising

2. Coordinate marketing efforts for Women’s Basketball, Soccer, Tennis, Rowing and Track & Field.
3. Coordinate and facilitate parades and fairs.
4. Responsible for stadium Click Effects sound system.
5. Assist with internship supervision.

**Spirit Program Coordinator**

1. Responsible for the organization and administration of the Spirit Program Members. Includes scheduling, practices, travel arrangements and game day presentation/events.
2. Coordinate all Spirit Member public appearances and game day performances of all intercollegiate sports with the Director of Bands, Director of Event Operations, Assistant Director of Marketing and Promotions and Promotions Coordinator.
3. Develop & implement all public performances for each spirit group. Performances include student participation, enthusiasm and positive crowd involvement at athletic contests.
4. Manage the budget of Spirit Squad and mascots. Responsible for ordering supplies, uniforms, etc. Coordinate and administer fund raising opportunities for spirit groups within the WSU guidelines.
5. Maintain a safe practice environment featuring the latest in safety skills, weight training, and tumble classes. Enforcement of NCAA, Pac-10 and AACCA guidelines.

**8.02a SUBJECT: CORPORATE SPONSORSHIPS**

*(revised 12/02)*

To ensure consistency with our existing sponsors, any corporate relationship pursued by a representative of WSU athletics must be reviewed by the athletic director or by the director of marketing for approval. The objective is to join corporate partners with the Cougars in a mutually beneficial program, providing advertising and promotional dollars for Cougar athletic scholarships.

Cougar Mania is an athletic department support program consisting of members from the retail and wholesale food and beverage industry. Members are committed to promoting and publicizing WSU’s athletic programs and to creating better understanding and goodwill among the communities of the Inland Northwest and the University.

Cougar Mania programs include grocery retailers, grocery vendors and brokers, gift-in-kind sponsorships, associate sponsorships and trademark products. The activities of Cougar Mania
include, but are not limited to corporate hospitality tents, pre and post game food fair, an annual
golf tournament and tent rentals.

8.02b SUBJECT: TENT RENTALS
(revised 12/02)

Cougar Mania has tents which may be used for department events on an availability basis for a
nominal charge. Contact Cougar Mania at 335-0214 for information.

8.02c SUBJECT: ADVERTISING ON READERBOARD AND PUBLIC ADDRESS
SYSTEM
(revised 12/02)

Cougar Marketing coordinates all advertising over the public address and scoreboard system. If
you wish to advertise for a company, University related event or special announcement, please
fax or e-mail your reader board or public address announcement request to the marketing office
two weeks prior to event date. Please keep a public address announcement to 15 seconds or less
and a reader board message to 120 characters or less. All messages must be paid for in advance.
The Marketing Office will approve the announcement and include the message for the event
specified.

8.02d SUBJECT: JUNIOR COUGAR PROGRAM
(revised 12/02)

The Junior Cougar Program is designed to allow kids 12 and under to be involved with Cougar
Athletics. With their membership, Junior Cougars receive:

- Membership card (good for discounted or free tickets to a variety of athletic and special
events)
- Junior Cougar T-shirt
- Newsletters
- **Free** admission to all home events for volleyball, women’s basketball, baseball, and track
  and field
- Special ticket price to selected home football games (Apple Cup excluded)
- Special ticket price to selected men’s basketball games
- In addition, several “Junior Cougar Days” take place throughout the year before various
  sporting events.

**RESPONSIBILITY**

**Athletic Staff**

1. All children, 12 years and under, of athletic department staff
members are not allowed complimentary Jr. Cougar Club
benefits.
8.02e SUBJECT: WSU BAND  
(revised 12/02)

Cougar Marketing acts as a liaison with the WSU marching/pep band. The band is directly supervised and housed by the Music Department, however due to the many athletic events the band performs at, they work closely with the athletic department. If you have any questions or comments regarding the band, please direct them to the marketing office.

8.02f SUBJECT: SPIRIT PROGRAMS – BUTCH AND SPIRIT SQUAD  
(revised 12/02)

The Marketing and Promotions department coordinates Butch and spirit squad appearances. The spirit program coordinator acts as advisor/coach to the entire spirit program. The spirit program coordinator schedules all spirit group appearances. Members of the spirit program serve as representatives of the WSU athletic department in promoting interest and enthusiasm for Cougar Athletics.

A complete set of spirit group rules and regulations may be obtained from Marketing and Promotions.

RESPONSIBILITY

Butch

1. Promote enthusiasm and crowd involvement at all regularly scheduled WSU athletic activities.

2. Serve as public relations ambassador for WSU.

3. Attend all university and athletic activities, as scheduled by the spirit program coordinator.

Spirit Squad

1. Cheer at home football, volleyball, men and women's basketball events and other selected sporting events. Spirit squad is available at away events when funding is available.

2. Promote positive crowd involvement at WSU athletic events.

3. Promote good sportsmanship.

4. Serve as public relations ambassadors for the athletic department, student body and WSU.

5. Serve as performance team for WSU athletics.

8.02g SUBJECT: AWARDS FOR SPIRIT SQUAD  
(revised 12/02)
Spirit squad members will receive awards through the Marketing Office for each year of participation as follows:

- 1st year Megaphone pin
- 2nd year Engraved plaque
- 3rd year Gray “W” letter with megaphone on it
- 4th year Sweater

8.03 SUBJECT: COUG GUYS AND GALS BY-LAWS
(revised 12/02)

The purpose of Coug Guys & Gals is to represent WSU when associating with alumni, donors, and friends of the Athletic Foundation and Washington State University. Coug Guys & Gals serve as ambassadors while working directly with prospective student-athletes throughout the academic year. Members of Coug Guys & Gals are expected to work at all home football, men’s basketball, and women’s volleyball games, and other athletic inspired events. Thus, members of Coug Guys & Gals must be knowledgeable of the University and WSU’s athletic programs.

APPOINTMENT

Members are selected to a two-year term during spring semester through a process in which the applicants are granted an initial interview based upon the quality of their application. Second interviews are granted based upon qualifications exhibited in the initial interview. Final selection is merited on communication skills, willingness to work, enthusiasm, and knowledge of WSU and Athletics. Applications are limited to undergraduate students with at least two years of school left and who have a cumulative 2.5 GPA or better.

Coug Guys & Gals is open to all students regardless of race; religion; sex; age; color; creed; national or ethnic origin; physical, mental or sensory disability; marital status; sexual orientation; or status as a Vietnam-era or disabled veteran.

COMPOSITION

This group consists of 14 men and 15 women. The number of new members each year is limited to the number departing. No fraternity or sorority may be represented by more than two incoming members.

OFFICERS

Officers include President, Vice President, Secretary, Football Recruiting Coordinator, Recruiting Coordinator for all other men’s sports, Recruiting Coordinator for all women’s sports, Public Relations, Standards Board, and Social Chair(s).
GROUP OBJECTIVES

To represent Washington State University, the Athletic Department, the WSU student body, and Coug Guys and Gals in a professional manner; and to provide a friendly, comfortable atmosphere for invited guests at activities and events thus aiding the Athletic Department, the President's Office, and the WSU Foundation in their donor stewardship efforts.

MEMBER ROLE/OBJECTIVES

Recognition by donors and peers as a person of extraordinary integrity, sincerity, and competence; commitment to meeting the objectives set forth by the President's Office and the Athletic Foundation by being proactive in meeting donors’ immediate needs; and a willingness to fulfill duties established by the President's Office, the WSU Foundation, and the Athletic Department.

JOB RESPONSIBILITIES

Fall

1. Press Box (Martin Stadium)
   a. Help Athletic Foundation staff distribute programs prior to game
   b. Serve as the hosts and the hostesses in all areas of the Press Box

2. Football Recruiting Tours (Coug Gals)
   a. Lead campus tours

3. WSU Foundation’s PA Event
   a. Serve as the hosts and the hostesses for the Foundation as requested.

4. Van Service (Coug Guys)
   a. Provide van service from airport to Martin Stadium and Fieldhouse three hours prior to and one hour following game.
   b. Provide transportation to disabled from Fieldhouse to Martin Stadium three hours prior to and one hour following the game.

Winter

1. Men's Basketball Coaches Corner (Pre-game Buffet)
   a. Greet guests and take tickets for the event
   b. Aid in set up, service, and clean up
   c. Serve as the hosts and hostesses
d. Help Athletic Foundation staff distribute programs prior to game

2. Women’s Volleyball QuickSets (Pre-game Buffet)
   a. Greet guests and taken tickets for the event
   b. Aid in set up, service, and clean up
   c. Serve as the hosts and hostesses
   d. Help Athletic Foundation staff distribute programs prior to game

Summer

1. Assist with all aspects of tournament day operations at the following Cougar Golf Classics:
   a. Snake River Valley (Clarkston)
   b. Wenatchee Valley (East Wenatchee)
   c. Walt Devlin Golf Classic (Spokane)
   d. Whitman County (Colfax or Pullman)
   e. Pierce County (Tacoma)
   f. Vancouver/Portland (Vancouver)
   g. King County (Kent)
   h. Whatcom County (Bellingham)
   i. Moses Lake (Moses Lake)
   j. Yakima (Toppenish)
   k. Lynn Rosenbach (Richland)
   l. Women’s Cougar Classic (Spokane)
   m. Walla Walla (Walla Walla)

Each member must work a minimum of two tournaments unless special arrangements are made with the Advisor.

All Year

1. Host special receptions or banquets at request of Athletic Department, WSU Foundation or the Presidents office; i.e., the SAAB/Gray W/Senior Awards Banquet.

2. Provide a van service as needed for dignitaries and special guests of the President's Office, the WSU Foundation, and Athletic Department donors.

3. Provide campus tours for recruits to all sports as requested. Coaches: if you would like to request a member or members of the Coug Guys & Gals to give a tour, please complete the Recruiting Tour Request Form at least three days before date you want the tour and return it to Diana Bidle, Advisor to
the Coug Guys & Gals, in Bohler 140. **Click here to view Coug Guys & Gals Recruiting Tour Request Form.**

4. Serve at other events as requested by the advisor