



# Club Guidelines

The following guidelines are set out to aid universities in the establishment of TEA @ [University] Clubs. These groups are intended to build awareness of the Themed Entertainment industry and provide interested students a forum to share ideas and build their understanding of the industry from a global perspective.

## I. STRUCTURE:

- A. TEA @ [University] Clubs are considered extensions of the Association and therefore must conduct themselves in a way that best represents the TEA. Because of precedents in the TEA by-laws, they must be referred to as “clubs” and not “chapters”.
- B. TEA @ [University] Clubs must follow all university club policies as set forth by their specific schools.
- C. Each TEA @ [University] Club must have a faculty advisor.
- D. TEA encourages all TEA @ [University] Club members to become TEA NextGen Members. TEA member benefits (e.g., Summit/SATE NextGen rates, scholarship opportunities, Internship Exchange program, webinars, TEA member events) will only be extended to those Club members who are also TEA NextGen Members.

## II. FUNDRAISING, SPONSORSHIP AND DUES:

- A. TEA is currently not in a position to provide any funding for TEA @ [University] Clubs.
- B. Solicitations to TEA member companies for event sponsorships must be processed through the TEA NextGen Committee and the Board of that University’s geographical division.
- C. Whether dues are to be collected is up to the university based on its specific club policies.

### III. BRANDING AND MARKETING

- A. TEA NextGen Committee will provide TEA @ [University] Club President with:
  - 1. These guidelines
  - 2. Their school's specific TEA @ [University] logo (if applicable)
  - 3. A membership packet, containing a welcome letter from the NextGen Chair, general membership information and a list of NextGen-specific benefits
  - 4. The most up-to-date TEA introductory video
  - 5. TEA PowerPoint presentation and presentation script
  - 6. List of all TEA @ University Clubs, their presidents, and contact information.
- B. TEA @ [University] logo must be used for all club communications, internal and external. Exceptions will be made on a case-by-case basis.
- C. Facebook pages should be titled: "TEA Next Gen [UNIVERSITY]", and Twitter handles should be "@TEANextGen[UNIVERSITY]". Exceptions will be made on a case-by-case basis.

### IV. EVENTS

- A. All TEA @ [University] Club events must follow applicable school guidelines.
- B. Requests for TEA member speakers for extracurricular Club events should be sent through the TEA NextGen Committee and the Division Board serving the university's geographical region. This rule does not apply to events/panels arranged by faculty within a given course curriculum.
- C. All TEA @ [University] Clubs must host one Themed Entertainment/TEA orientation session at the commencement of the academic year, at which time new members are shown the introductory video and PowerPoint presentation and at which the primary topic of discussion is "What is Themed Entertainment?"
- D. Club Presidents are encouraged to contact the NextGen Committee for suggestions on discussion topics or event types. Presidents are also encouraged to visit [www.teaconnect.org/tea-blog](http://www.teaconnect.org/tea-blog) for information on upcoming TEA NextGen events.

## V. REPORTING

- A. Club Presidents are asked to submit a written report to the Chair of the TEA NextGen Committee three times annually: late October, early February, and early April. NextGen Chair will inform Club Presidents of exact submittal dates at the commencement of each academic year. Reports should include number of Club members, number of paid TEA NextGen Members, an update on past events and a schedule and description of upcoming events.
- B. All TEA @ [University] Club Presidents are strongly encouraged to have a group conference call at least twice per academic year to exchange best practices among their school clubs.
- C. All TEA @ [University] Club Presidents are invited to contact [memberservices@teaconnect.org](mailto:memberservices@teaconnect.org) with any questions regarding these guidelines.

### Accepted and Agreed:

\_\_\_\_\_  
Signature of Club President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Club President

\_\_\_\_\_  
Name of University

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

\_\_\_\_\_  
Official Club Address

\_\_\_\_\_  
Approximate # of Members

\_\_\_\_\_  
City

\_\_\_\_\_  
State (Prov/County/Terr. if outside US)

\_\_\_\_\_  
Zip Code/Postal Code

\_\_\_\_\_  
Country