



TEXAS TECH UNIVERSITY
Department of Intercollegiate Athletics
Operating Policy and Procedure

PREFACE

The information on policies and procedures is intended for the use of Texas Tech University Department of Intercollegiate Athletics. The manual supplements the Texas Tech University Operating Policies and is intended to provide information that will assist athletic department employees with their duties. All employees should benefit from referring to this manual when policy questions arise. It is not intended to list every policy detail of the Department of Intercollegiate Athletics (often referred to as simply as Athletics).

ADDITIONAL SOURCES OF INFORMATION ARE:

- Texas Tech University Operating Policies and Procedures (www.depts.ttu.edu/opmanual)
<http://www.depts.ttu.edu/opmanual>)
- Texas Tech Athletics Compliance Manual
- Texas Tech Student-Athlete Handbook
- Texas Tech Student Affairs Handbook/Code of Student Conduct
- Big 12 Conference Handbook
- NCAA Division I Manual <http://www.ncaa.org/wps/portal/>

Department of Intercollegiate Athletics Policy and Procedure

Revised and posted 9/11/07

16.0 EXTERNAL OPERATIONS

16.1 EXTERNAL OPERATIONS FUNCTION

The Senior Associate Athletic Director/External Operations supervises the External Operations Department and oversees the marketing plan of Athletics with an emphasis on creating greater awareness for all programs, increasing attendance at events, increasing ticket sales and generating revenue. The department develops individual advertising and promotional plans for each sport to maximize the goals set forth. The department also works in conjunction with media relations to maximize media exposure for Athletics.

16.2 SPONSORSHIP PROGRAM

The External Operations Department develops, implements and maintains the Texas Tech Athletics corporate partner program. This program is designed to enlist corporate support to help meet the goals of the marketing plan. The Sr. Assoc. AD/External Operations directly oversees the program and directs all relations with corporate sponsors including solicitation. *(See also Section 5.8 regarding Contracts and Trade Agreements for specific information about those issues.)*

16.3 LICENSING PROGRAM

The External Operations Department serves as the department coordinator for the University Licensing Program. The staff handles all outside requests for use of Texas Tech marks, brands and logos in advertising, promotions and sales. The External Operations Department will also serve as the clearinghouse for all internal use of marks, brands and logos for commercial use and will insure both quality standards are met and profits are optimized. Any use of any of the marks, brands and logos for commercial intent, must be cleared through the External Operations Department.

16.4 ATHLETICS WEB SITE

The External Operations Department oversees and develops the Athletics Web site in conjunction with CSTV and its associates. Media Relations is responsible for editorial updates on this site for disseminating information about sports and Athletics programs.