

EVENT PLANNING GUIDE

Office of College Events
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PURPOSE

Hampden-Sydney College hosts hundreds of events each year that enrich campus life, engage our students, strengthen our community, and advance the College's mission. To ensure campus spaces, resources, and support services are used effectively, the College has established the following event planning procedures. These guidelines are intended to promote early planning, encourage collaboration, minimize scheduling conflicts, and provide event organizers with the resources needed to host successful events.

The Office of College Events serves as the central point of coordination for campus events and works closely with Facilities Management, Public Safety and Police, Dining Services, Information Technology, Marketing & Communications, and other campus partners to support approved events. Early communication helps ensure appropriate approvals, resources, and operational support are available throughout the planning process.

Think of this guide as a roadmap. It brings together the information, timelines, and resources most event planners need, but understands that every event is unique. If you don't find the answer you're looking for—or would simply like a second opinion—the Office of College Events is here to help. We're happy to answer questions, offer guidance, and connect you with the right campus resources to help make your event a success.

PLANNING AHEAD

Departments, offices, student organizations, and other campus groups should identify potential events, programs, conferences, and guest speakers as early as possible—preferably at the beginning of the academic year and no later than one month before the event. Conferences, camps, symposia, and other large or multi-day programs should be identified even earlier whenever possible.

Early planning promotes collaboration across campus, reduces scheduling conflicts, improves resource allocation, and increases the likelihood that events can be supported successfully.

EVENT RESERVATIONS AND APPROVAL

The College utilizes EMS Calendar to reserve rooms, event spaces, facilities, and equipment for activities occurring outside of regularly scheduled academic classes.

Faculty, staff, and students may view the complete campus calendar and submit reservation requests by logging into EMS using their College network credentials at ems.hsc.edu/emswebapp. Public events that are open to all guests are also displayed on the public calendar on the College's website.

Submitting a reservation request through EMS or an online reservation request form does not constitute approval to hold an event. Certain events require review and approval by the Office of College Events before space reservations are confirmed.

Events beginning after 4:00 p.m., occurring on weekends, requiring College support services outside normal business hours, or otherwise meeting established review criteria must be approved through the College's event request process before reservations are finalized. Use the [online reservation request form](#).

To minimize scheduling conflicts, maximize attendance, and ensure the responsible use of College resources, event requests may be approved, modified, rescheduled, or denied based on operational considerations, available resources, staffing, scheduling conflicts, or alignment with College priorities and policies.

Contracts, publicity, vendor commitments, ticket sales, and other significant planning activities should not begin until event approval has been confirmed by the Office of College Events.

Event planners are responsible for promptly notifying the Office of College Events of any significant changes to an approved event, including changes to the date, time, location, attendance, event format, room setup, audiovisual needs, catering, or other operational requirements.

VIEWING THE CALENDAR

Two calendar views are available through EMS:

[Public Calendar](#) — Displays events that are open to the public and have no viewing restrictions.

[Campus Calendar](#) — Available to faculty, staff, and students using their College network credentials and includes additional campus events not displayed on the public calendar.

RESERVING CAMPUS SPACES

For events occurring Monday-Friday 8:30 a.m.—4:00 p.m., log into EMS Calendar using your College network credentials at ems.hsc.edu/emswebapp.

Select Book Now beside the appropriate reservation template.

Events occurring after 4:00 p.m., on weekends, requiring College support services outside normal business hours, or otherwise meeting established review criteria should be submitted through the [online reservation request form](#).

Training guides and additional EMS resources are available on the Faculty/Staff webpage under Event Planning and Scheduling. A directory of campus venues can be found in this guide.

PLANNING RESOURCES

EVENT LOGISTICS TEAM (ELT)

The Event Logistics Team (ELT) brings together representatives from the Office of College Events, Facilities Management, Public Safety and Police, Dining Services, Marketing & Communications, Information Technology, and other campus partners, as needed, to coordinate complex events.

Organizations planning large, complex, or campus-wide events—including conferences, concerts, reunions, orientations, open houses, major celebrations, public events, or programs involving multiple departments or operational support services—are strongly encouraged to meet with the ELT during the early planning stages. The ELT provides guidance regarding logistics, operational planning, safety considerations, campus resources, and required approvals while helping event planners identify potential challenges before they affect the event.

To allow sufficient planning time and avoid service request deadlines, ELT meetings should be scheduled no fewer than four weeks prior to the event.

Questions or requests to schedule an ELT meeting should be directed to the Office of College Events.

VENUE DIRECTORY

A quick reference for reservable event spaces across Hampden-Sydney College; additional room details, photographs, floor plans, seating capacities, and available setup styles are available through EMS Calendar.

Unless otherwise noted, all campus facilities must be reserved through the Office of College Events using EMS Calendar. Please contact the Office of College Events if the space needed is not listed.

CLASSROOMS

Classrooms are intended for meetings, lectures, workshops, training sessions, and similar academic or administrative events when classes are not in session.

- Academic instruction always receives scheduling priority. Classrooms are available as event spaces only when classes are not in session.
- Classroom furniture, if shifted, must be returned to its original setup after use.
- May be reserved via EMS Calendar. Johns Auditorium requires pre-approval from Fine Arts. College Church requires pre-approval from the church.
- Standard technology is an instructor workstation with either a projector or flat-panel display.

Building	Food & Beverage	Building Access
Blake A		Key, and by schedule with Public Safety and Police
Bortz Library	MG	During normal Library business hours only
Brinkley Hall	No food allowed in labs. Where allowed, MG required.	Card, and by schedule with Facilities
Brown Student Center	MG	Card, and by schedule with Facilities
College Church		By schedule with College Church
Gilmer Hall		Card, and by schedule with Facilities
Johns Auditorium		Key, and by schedule with Public Safety and Police
Kirk Athletic Center		Key, and by schedule with Public Safety and Police
Maples		Key, and by schedule with Public Safety and Police
Pannill Rhetoric Center	MG	Card, and by schedule with Facilities
Pauley Science Center	No food allowed in labs. Where allowed, MG required.	Card, and by schedule with Facilities
Wilson Center		Key, and by schedule with Public Safety and Police

EVENT VENUES

Building, Room	Standard Setup	Setups Available by Request	Food & Beverage	Technology	Special Notes
Brown Student Center, Tiger Inn	Existing Dining Setup	Information table with 2 chairs	MG	—	No outside food. Events may not interrupt meal service.
Crawley Forum and Reggie Smith Lounge	Lecture Style for 60	120 lecture	Outside food permitted with prior approval	Display with USB-C to HDMI connectivity	Setup may be modified with advance notice.
		88 seated meal			
		200 reception			
Everett Stadium, President's Lounge	Two dining tables for up to 14 at each, center buffet table	—	MG	—	Must work with Public Safety and Police to unlock doors and elevator.
Kirby Sports Center, Upper Lobby	—	100 seated meal	Outside food permitted with prior approval	—	Setup must be specified during reservation process.
		200 reception			
Kirk Athletic Center, Snyder Hall	—	275 seated meal	Outside food permitted with prior approval	—	Setup must be specified during reservation process.
		350 reception			
Pannill Commons, Board Room	Banquet Rounds for 70	175 reception	MG	Display with USB-C to HDMI connectivity	Setup may be modified with advance notice. Shares reservation availability with Board Room Lounge.
Pannill Commons, Board Room Lounge	Dining Table for 14	50 reception	MG	—	May not be reserved separately when Board Room is occupied.
		Buffet table			
Pannill Commons, Chairman's Room	U-shape for 24	32 hollow rectangle	MG	Display with USB-C to HDMI connectivity	Setup may be modified with advance notice. Shares reservation availability with the Faculty Lounge.
		60 lecture style with folding chairs			
		125 reception			
Pannill Commons, Faculty Lounge	Banquet Round for 6		MG	—	May not be reserved separately when the Chairman's Room is occupied
Pannill Commons, Main Dining Room	Dining Hall	252 seated meal	MG	—	Not available for exclusive reservation during the academic year.
Pannill Commons, South Dining Room	Dining Hall	60 seated meal	MG	Display with USB-C to HDMI connectivity	Not available for exclusive reservation during the academic year.
Pannill Commons, Rotunda	Open Space	Information table with 2 chairs	—	—	No more than one organization at a time
Venable Hall, Schoellkopf Family and Friends Lounge	Lecture Style for 60 with center aisle	80 lecture	MG	Broadcast camera, dual presentation screens, wireless microphone, room audio	Food service may be required to occur in the Atrium. Balcony limited to standing occupancy (48 maximum). No dancing permitted. Setup may be modified with advance notice, stage is available.
		70 seated meal			
		125 reception			
		30 conference tables			

OUTDOOR VENUES

Hampden-Sydney College offers a variety of outdoor venues suitable for ceremonies, receptions, festivals, picnics, athletic events, concerts, and other campus gatherings. Because outdoor events require additional planning and coordination, all outdoor reservations must be approved through the Office of College Events and entered into EMS Calendar.

Most lawns and patios are available for event usage and reservable in EMS Calendar.

Every outdoor event must include a documented rain plan. This may consist of postponement, cancellation, or an alternate indoor venue. Final decision must be made in writing to the Office of College Events and Facilities at least 24 hours before the event starts or by 9:00 a.m. on Friday for weekend events.

PARKING LOTS AND ROADWAYS

Parking areas may occasionally be reserved for special events, guest parking, vendor staging, temporary operations, or other College functions. Because parking impacts the daily operation of the campus, these requests require additional review. Additional signage, barricades, parking attendants, or police presence may be required if roadways are involved. In some instances, VDOT approval is required.

The Office of College Events can assist with coordinating these operational details with Public Safety and Police, Facilities Management, and other supporting departments as needed.

WAYFINDING AND SIGNAGE STANDARDS

Effective wayfinding guides visitors confidently from arrival to their destination using clear, concise, and consistent messaging. Well-designed signage reduces confusion, supports safe vehicle and pedestrian movement, and creates a positive first impression of Hampden-Sydney College.

When designing event signage, always consider the experience of a first-time visitor to campus. Signage should provide only the information necessary at each decision point, allowing guests to move confidently from arrival and parking to their destination.

All directional event signage installed on campus, if not created by the Office of Marketing and Communications, should be reviewed by the Office of College Events prior to production or installation. Early review helps ensure consistency with College branding standards, improves visitor navigation, and reduces unnecessary printing costs.

COLLEGE BRANDING AND NAMING STANDARDS

All event signage must comply with the College's [branding and design standards](#), including approved colors, logos, wordmarks, typography, and naming conventions.

When creating a wayfinding plan, please keep the following in mind.

- Use the official name of every building, facility, and room.
- Refer to the College's interactive campus map when confirming facility names or to orient yourself while planning.
- Use only approved College logos and wordmarks.
- Athletics logos and symbols are reserved for Athletics-related events and should not be used for general campus programming.

SIGN TYPES

The College utilizes several standard sign systems for event wayfinding.

Sign Type	College Logo Included	Standard Print Size
A-Frame Signboard	Yes	24" x 36"
Wind Sign	No (logo required on artwork)	22" x 28" on coroplast
11" x 17" Signboard	No (logo required on artwork)	11" x 17"
Tri-Stand Signboard	No (logo required on artwork)	22" x 28" (maximum material thickness 3/16")

SIGN DESIGN STANDARDS

Wayfinding signage should be:

- Clear
- Concise
- Uncluttered
- Readable from a moving vehicle

Avoid unnecessary wording. In many cases, universally recognized symbols are more effective than text. When symbols are used, they should conform to recognized standards established by organizations such as the United States Department of Transportation (DOT).

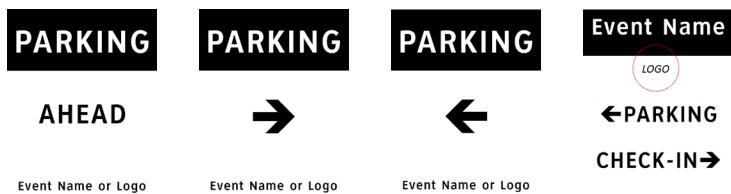
ARROW STANDARDS

Directional arrows should always point toward the destination—not toward the text describing the destination.

When designing directional signage:

- Place left arrows to the left of the destination text.
- Place right arrows to the right of the destination text.
- Use the word **"Ahead"** instead of an upward arrow unless directing visitors to an upper floor.
- Group destinations traveling in the same direction beneath a single arrow whenever practical.
- Use bold arrows with simple tails for maximum visibility.
- Avoid 90-degree angle arrows whenever possible.

The approved arrow examples below illustrate proper placement and usage.



TYPOGRAPHY

Because most event wayfinding signage is viewed from moving vehicles, text must be easily readable at a distance.

The following minimum font sizes have been established for College wayfinding signage:

Information	Minimum Font Size
Primary destination or event title	270 pt
Secondary directional information	216 pt
Supporting information	162 pt
Sponsoring department or organization	126 pt

Approved fonts include the following and can be found online.

- **Clearview**
- **URW Grotesk**

Other fonts may be acceptable when readability and visibility are maintained.

When in doubt, make it larger. A sign that can be read comfortably at normal driving speed is far more effective than one containing additional information in a smaller font.

SIGN PLACEMENT

Proper placement is just as important as proper design. When installing directional signage:

- Place signs on the passenger side of the roadway whenever site conditions permit.
- Position signs where they are not obstructed by trees, landscaping, parked vehicles, banners, or existing signage.
- Space directional signs no closer than 50' apart, depending on roadway conditions.
- Never place signs within the roadway or directly on sidewalks.
- Maintain a minimum of 6" of horizontal clearance between the curb and the nearest edge of the sign.
- Position signs so they can be read safely without requiring drivers to stop or make sudden decisions.

FOOD AND BEVERAGE SERVICE GUIDELINES

These guidelines help ensure food and beverage service at Hampden-Sydney College is conducted safely, consistently, and in accordance with contractual agreements, health regulations, and Virginia ABC requirements. Questions regarding catering, outside food, or alcohol service should be directed to the Office of College Events during the planning process.

MERIWETHER GODSEY (MG) CATERING

Meriwether Godsey is the College's contracted dining and catering provider. As such, MG has first right of refusal on all College catering.

The following locations require the exclusive use of Meriwether Godsey Catering:

- Pannill Commons (all levels)
- Wright Point at Lake Chalgrove
- Thompson Commons, Brinkley Hall
- Brown Student Center (mid- and lower-levels, including outdoor patios)
- Athletic stadiums, patios, and concourses
- Middlecourt and Middlecourt Lawn
- Pauley Science Center
- Schoellkopf Family and Friends Lounge, Venable Hall
- Bortz Library

Additional dining policies include:

- "Through-the-line" dining service is available only in Pannill Commons with advance notice to MG. Outside food is not permitted in these dining areas.
- Faculty, staff, and students may not prepare or cook food within MG kitchens.
- For food safety reasons, catered food and beverages may not be taken from catered events. Unconsumed food and beverages must be disposed of following the event.
- During the academic year and summer term, students may not be excluded or hindered from the Main Dining Room or the Tiger Inn without approval from the Office of the President.

OUTSIDE FOOD, FOOD TRUCKS, AND CATERERS

Outside food is generally permitted unless restricted by the venue or otherwise noted in this guide. Food that is picked up or delivered (for example, pizza or similar carry-out service) may be brought into residential, classroom, and administrative buildings unless prohibited by a specific facility policy. Event planners should indicate outside food on their event reservation or [online reservation request form](#) so that appropriate housekeeping and cleanup services can be coordinated.

Professional caterers other than Meriwether Godsey may be used only when approved through the Office of College Events. MG has first right of refusal on all College catering. For purposes of this policy, a **caterer** is any individual or business preparing, serving, or selling food or beverages on campus for compensation, including donated professional services and food trucks.

Outside caterers must:

- Be registered with the Office of College Events at least **30 days** before the event.
- Maintain current liability insurance, workers' compensation insurance (when applicable), and all required Health Department and Fire Marshal permits.
- Be approved for the specific event venue, date, and time.
- Be identified on the event reservation or Event Request Form.

A current list of approved caterers is maintained by the Office of College Events.

If you wish to utilize a caterer not currently on the approved list, contact the Office of College Events to begin the approval process. Please allow a minimum of **15 business days** for review after all documents have been submitted.

The College reserves the right to deny approval or prohibit the use of any caterer. Unauthorized caterers may be denied access or removed from College property.

ALCOHOL SERVICE

The sale or service of alcohol on College property must comply with all applicable College policies, laws of the Commonwealth of Virginia, and Virginia Alcoholic Beverage Control (ABC) regulations.

- Events involving the sale or service of alcohol must utilize Meriwether Godsey or another approved caterer operating under a valid Virginia ABC license.
- Events attended by both individuals who are 21 years of age or older and those who are underage must include procedures to verify age.
- Wristbands or other age-identification methods may be required for mixed-age events.
- Additional security measures or operational requirements may be required depending on the nature and size of the event.

Event planners considering alcohol service are encouraged to contact the Office of College Events early in the planning process to ensure adequate time for review and coordination.

CONFERENCE, OUTSIDE EVENT, AND CAMP SERVICES

Hampden-Sydney College hosts a number of private events each year from professional conferences and youth camps to weddings. Each of these events requires a written agreement with the College for use of space, contracted services, and their corresponding fees.

Is 51% or more of the intended audience faculty/staff/student/alumni of Hampden-Sydney College? If no, this is considered an “outside event” and requires prior approval and written agreement with the College. If yes, this is considered a campus event and follows standard event reservation processes.

Youth camps and sports programs are coordinated and managed by the Business Operations Manager, Marianne Catron (mcatron@hsc.edu).

Professional conferences, academic conferences and symposia, adult educational programs, corporate retreats, religious organizations, government agencies, non-profit organizations, weddings, and Boys State of Virginia are coordinated and managed by the Director of College Events, Cameron Cary (ccary@hsc.edu).

Overnight camps are permitted while students are not in residence.

Those interested in holding an event on the Hampden-Sydney campus should reach out to the appropriate area for availability and fee schedules.

GENERAL EVENT GUIDELINES

- **CHANGES TO RESERVATION OR RESOURCES:** Event planners wishing to modify a reservation and / or resources must notify the Office of College Events through email, referencing their event confirmation number, at least five business days before the scheduled event. Late changes or additions may be denied.
- **PRIORITY:** Academic classes are the first and foremost priority for academic space utilization. Classrooms will not be scheduled for non-instructional purposes prior to the formulation of classes for each semester or term by the Registrar, except for Signature, Presidential, and Annual Events. The Registrar's Office reserves the right to make changes to academic space assignments at any time. Events may be moved to accommodate changes in the class schedule. Non-academic space is scheduled through the Office of College Events. Requests must be submitted appropriately and are scheduled based on room appropriateness and on a first-come, first-served basis. The Office of College Events has the final authority on scheduling all non-academic requests and has the right to deny requests dependent upon circumstances.
- **EVENT PLANNERS SHALL:**
 - not advertise an event or contract for food or other services prior to confirmation from the Office of College Events that the requested space is available and the event has been approved;
 - adhere to all scheduling guidelines;
 - follow all guidelines regarding the use and condition of facilities;
 - accept responsibility for ensuring setup requests are entered in a timely fashion, checked for accuracy no less than two hours prior to the event start time and no later than 2:00 p.m. on the last business day prior to event start time;
 - accept financial responsibility for lost or damaged College inventory. The determination whether to assess a fee, as well as the amount of the fee, is at the discretion of the Director of Facilities, Director of College Events, or their designee;
 - ensure compliance with all College policies and guidelines and all applicable federal, state, and local laws during the conduct of an event;
 - properly categorize the event as internal or external and enter into a written agreement for use of space, contracted services, and associated fees; and
 - *where applicable*, provide proof of liability insurance with limits set forth in written agreement that shall be no less than \$250,000 per person, \$1,000,000 per occurrence, and \$50,000 property damage naming "President and Trustees" as additional insured.
- **RELOCATION:** The Office of College Events may move an event to a different location without notice.
- **POSTER HANGING GUIDELINES:** Visit [Appendix M. Notices and Signs Policies in The Key: Student Handbook](#)
- **STUDENT WEEKEND EVENTS:** Student events held Friday-Sunday shall not be provided College-owned event-related items. Exceptions may be made if the event is sponsored by a College office or department who accepts full responsibility for the condition of the items.
- **PERSONAL USE:** College-owned event-related items may not be borrowed for personal use or taken off-campus. College-owned event-related items may only be used at sanctioned events at a College-owned facility.

- **SMOKING:** Smoking, vaping, and e-cigarettes are strictly prohibited inside all College facilities, residence halls, and communal areas.
- **MOVIE VIEWING:** Any movies shown in public spaces must have proof of copyright permission, if applicable, before the movie can be shown.
- **DECORATIONS:** All decorations, signs, and displays must be temporary in nature and installed in a manner that does not damage College property, cause life safety concerns, or require repairs beyond normal post-event cleaning. The following are prohibited:
 - Attachment of items to ceilings, light fixtures, sprinkler systems, or other overhead building features.
 - Attachment of items to emergency exit signs, fire alarms, fire extinguishers, or other life safety equipment, or placement of decorations that obstruct visibility, function, or access to such equipment.
 - Open flames, pyrotechnics, smoke or fog effects, paper lanterns, or other materials that present a fire or life safety hazard.
 - Indoor helium-filled balloons, unless specifically approved by the College.
 - Confetti, glitter, birdseed or rice, aerosol string or ribbon spray, glow sticks, or other materials that cause excessive cleanup, present safety concerns, or may damage College property.
- **EMS SERVICES:** Gatherings of 300+ persons may require a dedicated medical response team be contracted for the duration of the event. This is determined on a case-by-case basis and should be discussed with the ELT.
- **POLITICAL EVENTS:** Hampden-Sydney College does not endorse any candidate, political party, or viewpoint. Consistent with its mission to cultivate civic virtue through the thoughtful exchange of ideas, the College may host educational programs involving public policy, elections, or public officials. Any event involving political candidates, elected officials, or political organizations must be reviewed and approved in advance by the Office of College Events or its designee.