

Recognized IOWA Club Handbook



**Recognized IOWA Club Handbook
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Section 1: Recognized IOWA Club Program Overview

IOWA Club Purpose

UIAA Recognized IOWA Clubs serve as an extending arm from the UI to its alumni in defined club areas. IOWA Clubs strengthen the University of Iowa and provide a network for alumni through the planning and implementation of a variety of social, educational, and cultural programs.

IOWA Club Organization

University of Iowa alumni groups are organized through and supported by the UI Alumni Association as Recognized IOWA Clubs. The Recognized IOWA Club program categorizes three organizational levels of clubs based upon types of activities and amount of revenue generated. To accommodate those geographic regions with fewer than 250 UI alumni, the UIAA recognizes an additional IOWA Club Contact category.

Recognized IOWA Clubs annually complete specific compliance standards to maintain their recognition status and to access corresponding club resources provided by the UI Alumni Association. (See Section 4 for detailed information.)

Defining Club Areas

IOWA Club areas are defined geographically using United States Post Office ZIP Code region classifications (first three digits of the ZIP Code). These areas may be changed based on input from the local club leader and UIAA staff. A minimum UI alumni population of 250 is required to establish a Recognized IOWA Club.

The IOWA Club/I-Club Difference

Understandably, there is some confusion between IOWA Clubs and the National I-Club. In simple terms, IOWA Clubs are coordinated through the UIAA to keep alumni in contact with one another and the UI. Located predominantly in the state of Iowa, I-Clubs are coordinated through the UI Foundation athletic development office exclusively for Hawkeye athletics fund-raising efforts.

The UIAA is fortunate to have a strong working relationship with the Foundation and the I-Clubs, and there are several events that are cosponsored by both organizations.

Section 2: Starting an IOWA Club

Organizing an IOWA Club in your area can be both fun and rewarding. It's the perfect way to stay connected to the University of Iowa, to develop a local network of fellow Hawkeyes, to give back to your local community and to support the UI Alumni Association. Strong leadership and commitment are the foundation for a successful IOWA Club. The following steps outline the club formation process. More information on each step is located throughout this manual.

Step 1: Join the UI Alumni Association (if you're not already a UIAA member)

Step 2: Visit the UIAA Recognized IOWA Club website

Check online at www.iowalum.com/clubs to confirm there is not already an active IOWA Club in your geographic area.

Step 3: Determine how many UI alumni live in your area

After you determine the appropriate ZIP Code Regions to include in your proposed IOWA Club area, contact the UIAA IOWA Club staff to see if the area includes enough UI alumni to support an active club.

Step 4: Contact local UI alumni

After the UIAA determines there are enough UI alumni in your area to support an active IOWA Club, Association staff will work with you to plan an initial event and conduct a survey to determine alumni interests and willingness to assist with future programs.

Step 5: Plan an initial event

To initiate a new IOWA Club, the best kick-off events are those that are both easy to plan and require minimal involvement from attendees. Game watches and other forms of social gatherings (i.e., Happy Hours) are examples of enjoyable low-involvement events. It is also a good idea to plan gatherings such as picnics that encourage family participation.

The most important aspect in planning your first event is to make sure people have fun. Welcoming your guests is the first step toward this goal. By having a registration table and nametags available, you will initiate interaction between alumni. Try to meet as many guests as possible.

Allocate some time at your first event to give a short presentation about your hope to build a Recognized IOWA Club. Start a discussion covering basic topics, such as how many events the club would like to host and what type of programs people will attend. Be sure to ask for volunteers to help with the next activity.

Step 6: Event Follow-up

Provide an event evaluation form (sample to be provided by UIAA) available for guests to complete. This does not need to be a complicated instrument, but it will provide feedback about what alumni in your area believe would be best for this new organization. Since this is your first event, it might also be beneficial to send a thank you letter to all who attended. This letter should include another invitation to help plan the next program.

Step 7: Organize Initial Club Meeting

Soon after you have collected names of interested volunteers, strike while the iron is hot and plan an organizational meeting for your club. Your goals for this meeting are to: provide

introductions; generate ideas for events and activities; identify, solicit, and assign volunteers for specific tasks and select club leadership; and set a general sense of direction for the group.

Step 8: Complete Club Bylaws

Utilizing the required UIAA template, draft club bylaws. Schedule a club meeting to adopt bylaws and file documents with the UIAA.

Your club is now organized, and you can use the rest of this manual to help develop and maintain a prosperous organization.

Section 3—Recognized IOWA Club Structure

With the goal to provide social opportunities for local alumni while helping to strengthen the University of Iowa, Recognized IOWA Clubs should strive to provide a diverse menu of activities and events. Since these activities will vary significantly from one club to another, the UIAA categories four basic IOWA Club types—following is a summary of identifying characteristics for each type:

Alumni Contact	
Defining characteristics:	Single alumni contact with no club organization
Best for:	Maintaining a relationship to the UIAA by a local contact in a geographic area without a significant alumni population or organized Iowa Club
Organization:	None
Legal reporting compliance	None
Tax compliance	None
UIAA reporting compliance	Annual Report to UIAA on provided form
Funds	NA
Federal Identification Number	NA

Type C Iowa Club	
Defining characteristics:	Unincorporated association with fewer Club activities and limited financial activities.
Best for:	A loosely organized smaller group of alumni with limited game watch or comparable activities, and no financial activities other than direct payment by members for their own food, beverages and services.
Organization:	Unincorporated association with Bylaws.
Legal reporting compliance	None (possibly state nonprofit association reporting).
Tax compliance	None (If the Club receives any revenue, then see Type B Club tax compliance).
UIAA reporting compliance	Annual Report to UIAA on provided form for “Recognized Iowa Club” status.
Funds	Generally, no funds are handled by the Club.
Federal Identification Number	Not needed unless club maintains a bank account.

Type B Iowa Club	
Defining characteristics:	Nonprofit corporation with Club sponsored activities
Best for:	A more structured, larger Iowa Club with more involved activities for its members, where the liability protection of a corporation is desired but there is not significant financial activity that might result in any material income tax liability.
Organization:	Nonprofit corporation under state law with Articles and Bylaws.
Legal reporting compliance	State nonprofit corporation reporting.
Tax compliance	If any revenue, annual Form 1120 report due IRS; and possibly state income tax form also. There is potential tax on net income.
UIAA reporting compliance	Annual Report to UIAA on provided form for “Recognized Iowa Club” status.
Funds	Revenues and Expenses are handled by the Club.
Federal Identification Number	Needed for Club maintained bank account and reporting.

Type A Iowa Club	
Defining characteristics:	Nonprofit corporation; tax exempt 501(c)(7) Social Club
Best for:	A more structured, larger Iowa Club with more involved activities for its members, where the liability protection of a corporation is desired <u>and</u> there is significant financial activity that would result in material income tax liability but for the tax-exempt status of the Club.
Organization:	Nonprofit corporation under state law with Articles and Bylaws; federally tax-exempt 501(c)(7) organization.
Legal reporting compliance	State nonprofit corporation reporting.
Tax compliance	Annual Federal Form 990 as appropriate to level of financial activities. There is potential tax on unrelated business income”, if any, and if non-member revenues exceed 35% of total revenues.
UIAA reporting compliance	Annual Report to UIAA on provided form for “Recognized Iowa Club” status.
Funds	Revenues and Expenses are handled by the Club.
Federal Identification Number	Needed for Club maintained bank account and reporting.

In consideration of qualifying activities and compliance standards (Exhibit A*), Recognized IOWA Clubs will have access to corresponding resources and support provided by the UI Alumni Association (Exhibit C*).

Each year, IOWA Clubs complete a “Report and Certification” document (Exhibit B*) to inform the UIAA about its qualifying activities and compliance. General guidelines for tax compliance reporting are also included in this handbook to advise club volunteers about reporting requirements (Exhibit D*).

*Exhibits to follow at end of Handbook

Section 4 – Recognized IOWA Club Leadership

Board Design

Don’t underestimate the value of a strong organized leadership group. Successful IOWA Clubs know the value of assigning responsibilities for oversight of the group’s activities.

First, a planning board releases one individual from the sole responsibility of planning every event. Burnout is a strong possibility when one person plans everything. As volunteers become more active, you may find that more frequent events are being planned.

Second, by involving a board, you will bring together alumni of diverse interests and backgrounds. For example, one board member may be interested in cultural activities, while another prefers community service, and a third likes athletic-related events. A mixture of interests will add variety to your event schedule.

Third, the board structure will help maintain club continuity. There are times when active alumni must leave a club for family, career, or personal reasons. By developing a strong board, you can prevent the loss of one person from shutting down the entire operation. An active board also serves as a great tool in developing new event chairs and club officers.

A fourth benefit of an active board is geographical representation. If you live in a large metropolitan area, it may be to your club's advantage to have board representatives from the city, suburbs, and surrounding areas. Input from these members will be an asset in event planning.

Remember, your board should continue to evolve and include new members. This will give you a strong combination of new ideas and seasoned volunteers that will keep the club running smoothly.

Officers and Responsibilities

Titles and responsibilities of club officers are left to the volunteers' discretion. The following list outlines suggested club leader roles. Your club structure will vary according to the number of board members and the types of events you sponsor.

- President/Chair is the liaison between the club and the UIAA and serves the interests of both groups. The president/chair sets agendas and conducts local board meetings. His/her name will be listed in official print and online UIAA publications, such as the *Iowa Alumni Magazine* and on the UIAA World Wide Web homepage.
- Vice President/Vice Chair is responsible for activities in the absence of the president/chair. In some clubs, this person succeeds the president/chair after the expiration of a term in office.
- Secretary is responsible for maintaining club records, minutes, and files.
- Treasurer oversees and maintains all club finances, including the club checkbook and provides reports of financial status to be included in meeting minutes.
- Program Chairs are responsible for individual club programs, such as game watches, picnics, community service, scholarships, ASIST, career services, publicity, and membership.

Terms of Office

Your club will set term limits. Leaders may stay in their positions as long as they remain interested and productive. Some clubs have term limits of two or three years. If you decide to set term limits for your board, please have a succession plan in mind that will reduce the chance of club breakdown when a leader leaves his/her post.

Board Meetings

Your planning board should meet regularly. Most clubs meet every other month, and some larger groups meet monthly. These meetings can be informal and may be held at a board member's home, business, or at a local restaurant.

Please keep minutes of your board activity, and send copies of your minutes to the UIAA for your club file.

Section 5: Keys to Successful Club Events

Choose programs that appeal to a variety of ages, lifestyles, interests, and life stages.

Remember: Not everyone enjoys gathering at a bar to watch sports, nor are all alumni interested in a picnic at a local park. It is important for a club to plan a variety of events that appeal to a diverse group of alumni in your area. The UIAA has provided for you on the following pages a variety of programming ideas for recent grads, families, and more mature alumni through well-rounded activities that promote UI students and scholarship, your local community, networking, and feeling more connected to the University of Iowa.

Work as a team with your fellow club leaders and volunteers.

Volunteer burnout can be avoided by equally distributing the work among a team of volunteers rather than charging one person with coordination of an entire event. Everyone has different skill sets, experiences, resources, and connections that can benefit the group. Don't make the mistake of overburdening one person. The more people are involved, the greater connection they'll feel towards the club, even with small tasks.

Ways to solicit volunteers:

- Personal phone calls or emails
- Post available volunteer opportunities on the club website
- Utilize social networking outlets
- At each club gathering, make an announcement about involvement opportunities

Keep your volunteers happy:

- Ask what roles they would like to assist with; don't make assumptions
- Follow up with personal thank you notes, emails, phone calls, and on the website
- Recognize their efforts at the event
- Don't overburden

- Plan ahead and set expectations; eliminate surprises and last-minute requests
- Follow up regularly to measure satisfaction and gauge future interest
- Realize that people’s lifestyles change, and so, too, may their desire to assist in a different capacity. Be flexible and willing to reassign duties

Create a new and updated calendar at least once per year.

“Good fortune is what happens when opportunity meets with planning.” -Thomas Edison-
 A club’s strength is often reflective of its leader’s ability to plan. While not *every single event* needs planned for the entire year, it *is* imperative to work with a group of club volunteers to coordinate a calendar of events, set goals for involving new club members, and anticipate opportunities for collaboration with club events.

Reasons to plan ahead:

- Setting goals and implementing a planning timeline helps keep the club ‘on track’ for success
- Time can slip away when you don’t plan
- To avoid over- or under-programming in particular times of the year
- “Piggy back” off popular community events. For example, if your area has a minor league baseball game, organize an ‘IOWA Club Day at the Omaha Royals;’ host a special tent or picnic at a summer outdoor arts/jazz festival; create a team for your local ‘Race for the Cure’
- Build excitement and anticipation for upcoming events
- Budgeting

How to plan ahead:

- Have a calendar planning meeting at least twice per year.
- Check out local calendars for collaboration opportunities (such as Chambers of Commerce, art councils, young professional networks, sports organizations, museums, community calendars).
- Regularly check UI calendars for upcoming activities in your area.
 (The University of Iowa often visits cities around the state, country and world with various academic, cultural, and athletic programs. Use this opportunity to host a special reception or gathering.)
- Regularly check the UI Alumni Association’s calendar and our online community calendar.
- Regularly check the athletic department’s website at www.hawkeyesports.com .
- You don’t need *all* the details for an event to put it on the calendar, but setting a date will be a motivator for getting the logistics and promotional timeline organized.

Work with the UI Alumni Association to promote your event.

The UIAA is here to help you grow your club membership, promote your events, provide opportunities for collaboration, and keep your club members informed. We can best help build a successful club when open lines of communication are maintained. As soon as your calendar is planned or a new event is added, let us know by completing the online event notification form.

How we can help:

- Emailings to all alumni in a specified geographic region
- Online event registration – The UIAA can host your club’s event registration on our website, including credit card payment processing. Please provide at least a two-week notice for this service request.
- Hosting club websites – The UIAA can host and help maintain your club’s website. To update your club’s web information, please complete the web update form and allow three business days for updates to go live.
- Print mailings – The UIAA can send print invitations (limited number each year) to all alumni or UIAA members in your area, pending alumni population base. The Association requires a six-week timeline from the date you submit your invitation copy until you receive the printed document in your mailbox, so working closely with your club leader to plan a calendar of events is especially important.
- Online calendars – When you complete the event notification forms, your event information will automatically be posted on both the UIAA and online community calendars.

Segment your programming with the following type of alumni in mind:

Life stage: prospective student, recent graduate, mid-life, mature

Lifestyle: family, independent, full-time employee, retired

Interests: Volunteering, social, career networking, scholarship fundraising, student recruiting, culture, lifelong learning, athletics, etc.

Event examples:

Social:

- Wine tasting
- IOWA Club night at the ballpark
- Pre-and post-concert receptions
- Intramural sports teams
- Local museum or gallery outings
- Family day/night at a local zoo, outings to a children’s museum or pumpkin patch
- Monthly book club feature reading of Iowa Writers Workshop authors

Student Recruitment and Scholarship:

- Formal dinner to raise club scholarship funds
- Summer picnic and student send-off for incoming UI students from your area
- Golf tournament
- Trivia night
- Become an ASIST volunteer
- 50/50 raffle at a pizza night to raise money for a textbook scholarship for a student from your area
- Host an ice cream party at a local home or park for UI scholarship recipients from your area

Community Service:

- Dress in black and gold and hand out water at a local marathon or race
- UI team for Race for the Cure, Relay for Life, bike-a-thon, or St. Jude's walks
- Participate as a group to ring the Salvation Army bell or serve food at a local shelter
- Incorporate a toy, coat, canned food drive into a happy hour event
- Adopt a local park or stretch of highway

Happy Hours/Networking:

- Texas Hold 'em tournaments
- Feature a prominent UI alum in your area at a Hawkeye Happy Hour
- Partner with another local university on a joint happy hour; incorporate a service component (canned food drive competition)
- Invite a UI alum with financial planning expertise to speak at a happy hour
- Host a 'lunch and learn' event

Event Venue Selection and Checklist

Where your event is located can be just as important as the type of event being held. Some considerations for selecting a venue:

1. Is it handicap accessible?
2. Is it appropriate for your target audience for the event? A hip downtown bar for young alumni? Family friendly?
3. Does it have an area for the club to gather and distinguish itself from the crowd?
4. Is the room big enough for your anticipated crowd?
5. Is it centrally located in your city?
6. Parking availability? Public transportation access?
7. Audio-visual capabilities?
8. Is the venue willing to help you advertise your club?
9. Can the venue provide discounts for the group?

10. Can you support a fellow Hawkeye's business by hosting an event at their home or business?
11. If your activity is athletic watch party-related, can the venue commit to showing the game on its television(s)? Do the venue have access to a particular cable network?
12. Acceptable billing agreement?

Event Guidelines

Promote UIAA membership:

The UIAA is a 501(c)3 non-profit organization, supported by membership dues. More members increase the strength of our organization, and, therefore, the support of your local club. Membership pays for staffing, print/email/web coordination, club giveaways and raffle items, event subsidies, and many other items.

How to support and promote membership:

1. Create member versus non-member pricing for your club events. The UIAA can provide for you a list of members in your area to verify membership.
2. Provide UIAA membership brochures at ALL club events. The UIAA will provide these for you.
3. Use event sign-in sheets to request people to indicate their membership. After the event, have members follow up with non-members, send an email, or provide them with a membership brochure. Event sign-in sheets are helpful to collect email addresses to follow up with membership and club event promotions.
4. Be prepared to answer, "What are UIAA membership benefits?" Educate yourself: <http://www.iowalum.com/membership/benefits.html>

Pay attention to the details:

- Provide nametags
- Create a sign-in sheet that requests emails and membership status. During large events, pass the sign-in sheet around
- Use the black and gold decorations provided in your yearly box of Iowa spirit items
- Prepare a schedule or agenda prior to the event. Respect people's time and help move the activity along so attendees remain engaged

Collaborate when possible:

Combine resources to strengthen your events. Collaborations help stretch monetary, time, and volunteer resources. Opportunities for collaboration include:

- Other IOWA Clubs
- Local non-profits (United Way)
- Area fundraising events (Race for the Cure)
- Popular local festivals (summer jazz festivals)

- Alumni groups from other schools
- Other affiliated organizations within the UI (Iowa Minority Medical Alumni, the Dance Marathon Alumni Group, UI musical performances in your area, etc).
- Reminder: IOWA Clubs are not to be used to advance a business interest of a member or non-member of the group.

Post-event Follow-up

1. Complete the 'post event report form.'
2. Post pictures to your club's website.
3. Follow up with an email (gathered from the sign-in sheet) to thank attendees for supporting the club, encourage future attendance, and provide a 'save the date' reminder for an upcoming event. Don't forget to thank members for their support of the UIAA.
4. Settle bills with venue and document costs (valuable information for future events).
5. Send a thank you note to any venue, business, or individual if monetary or in-kind support was provided

Section 6: IOWA Club Communications

The UIAA provides various types of promotional support based upon your Recognized IOWA Club category. For additional info your UIAA supported promotions, see Exhibit C.

Print mailings

All copy for print mailings must be submitted to UIAA staff at least six weeks prior to the actual event date (or six weeks prior to registration deadline when applicable). This lead time allows UIAA staff to edit and design the mailing, secure address data, and send the piece via bulk-rate, not-for-profit U.S. Mail.

Emailings

All copy for blast emails must be submitted to UIAA staff at least two weeks prior to the actual event date (or two weeks prior to registration deadline when applicable). This lead time allows UIAA staff to edit the email and secure address data.

Club-coordinated mailings

These mailings are handled entirely by the club. The Club's leader can request a set of address labels from UIAA staff. Mailings must include a UIAA member promotion and copy approved by UIAA staff before distribution.

Websites

The UIAA provides server space to clubs meeting specified organizational requirements. Web site templates are also provided so that each club site maintains the UIAA's brand image, yet

allows the club to tailor content and some images. The UIAA reserves the right to solicit advertising that may be included on an individual club's web page.

Section 7: Miscellaneous Operations

Advertising

Advertising in UIAA IOWA Club mailings is prohibited due to U.S. Postal Service nonprofit postal guidelines. Online advertising on IOWA Club web pages, however, is allowable when in compliance with UIAA advertising policies. Advertising for the following products and services is prohibited: tobacco products, alcohol products (excluding breweries and wineries), personal hygiene products, partisan politics or solicitations for political support, public issues, or other non-university related causes.

UIAA reserves the right to request IOWA Club to promote specific Association programs and services via clubs web pages as appropriate.

Athletic Ticket Blocks

When inventory is available, IOWA Clubs can purchase blocks of game tickets for home and away competitions. The UI Athletic Ticket Office recommends that clubs contact host schools for "away" competitions, as oftentimes the host school will have better seats available and may even be able to sell available tickets at discounted rates.

Block orders and payment for Hawkeye football tickets (both home and away) are due to the UIAA by June 1. The UIAA and the UI Athletic Ticket Office coordinates follow-up. Any tickets provided through IOWA Clubs must be sold exclusively to Hawkeye fans and UIAA members.

Hawk Shop Orders

The Official Iowa Hawk Shop provides a 20% discount on merchandise purchased exclusively for IOWA Club events. Notify the UIAA 48 hours before placing your merchandise order with the Hawk Shop. UIAA staff will alert the Hawk Shop of your impending order and confirm your status as an IOWA Club volunteer.

IOWA Club Awards

Each calendar year, the UIAA recognizes outstanding IOWA Clubs in the following categories:

- Overall Program/Large Club – *(alumni population of 1,501 or more)*
- Overall Program/Small Club – *(alumni population of 1,500 or less)*
- New/Reorganized IOWA Club
- Individual IOWA Club Program
- Volunteer of the Year

We encourage IOWA Club to submit nominations each year – deadline is January 31.

IOWA Club Workshop

Each fall—and scheduled on a Friday before a home football game—the UIAA invites IOWA Club leaders to campus to for a day of informational sessions regarding club operations and UI items of note. Attendees cover their travel and lodging expenses, but the UIAA provides each club represented two complimentary football game tickets.

Student Scholarships

Many IOWA Clubs raise funds in order to provide scholarships to local students attending the University of Iowa. The UIAA matches these funds, up to \$1,000 per IOWA Club per academic year.

By August 1st of each year, IOWA Clubs notify the UIAA of their scholarship intentions—total number and amount of awards and any class year preferences. UIAA staff combines this information with the club's specified geographic parameters and forwards it on to the UI's Office of Student Financial Aid (OSFA).

OSFA then queries its database to identify a list of students to consider for that club's award. OSFA recommends students who are academically strong based on high school records for first-year students and UI records if an upper-class student is to be awarded. The intention of the scholarship is to award first-year students. If there are no first-year students from the respective geographic area then upper-class students are considered. The scholarship is not renewable unless there are no other qualified students in that award cycle. If no other qualified students are identified, the scholarship can be awarded to a previous student if agreed upon by the club's board of directors. Financial need is only considered if there are several strong candidates.

OSFA's recommendations are shared with the appropriate club leaders for final approval. Once awardees are approved, the UIAA notifies awardees asking them to complete a basic biographical form and to send a thank you note to the IOWA Club making the award. UIAA staff then work with both the UI Foundation and the University Billing Office to process the scholarship for the spring semester of the academic year.

Trademark Licensing Program

Overview

The University of Iowa Trademark Licensing Program was established in 1982 to protect the University's ownership interest in its logos and to generate royalty fees to support the Department of Intercollegiate Athletics by funding scholarships for male and female student-athletes. There are approximately 550 companies licensed with The University of Iowa Trademark Licensing Program. (Contact the UI Alumni Association for a list of current UI licensees.)

Any goods, services, or entity bearing the logos, trademarks, word marks, or having an implied association with The University of Iowa must be licensed with The University of Iowa Trademark Licensing Program which approves all usage. In addition, The University of Iowa Trademark Licensing Program seeks to insure that all products and designs submitted for licensing are safe for consumers and project the proper image of the University and the intercollegiate athletics program. The University of Iowa receives a 10% royalty on the wholesale cost of the licensed merchandise that is sold and/or usage fee on services or co-branding by any entity.

One of the most important functions of The University of Iowa Trademark Licensing Program is to protect The University of Iowa legal interests in their registered trademarks. It is necessary to do so because the law requires that the University actively safeguard registered trademarks from improper use in order to protect its legal ownership interest in them.

Licensing Standards and Policies

All UI logos and seals, including word marks, Herky, and the Tiger Hawk are proprietary to the UI. IOWA Clubs may use these marks for activities and business directly related to the club. The UIAA and UI licensing office must approve all art prior to use. Logos and seals may not be used for any individual's own business purposes, as such action infringes on the UI's rights and implies support by the UI of that individual's private activities.

All merchandise bearing The University of Iowa trademarks and logos must be approved by The University of Iowa Trademark Licensing Program and must be produced by officially licensed vendors. No projects, outlets or vendors are exempt, including projects sponsored by any University of Iowa recognized student groups and university departments. No promotional, corporate, or departmental merchandise bearing The University of Iowa logos or trademarks is exempt. This includes items for sports camps, IOWA Clubs, or I-Clubs which must have camp and/or club logos approved by both the oversight body and The University of Iowa Trademark Licensing Program. In addition, all vendors and groups must have their artwork approved prior to production.

Websites

The University of Iowa Alumni Association provides IOWA Clubs the opportunity to host their web pages, free of charge, on the UIAA web site. The UIAA has designed a template for club pages. The template was designed to be easy to use and flexible enough to meet the clubs' needs, while still ensuring that the basic style is consistent with the rest of the UIAA's website. The basic club site is divided into five sections—the club homepage, the upcoming events page, contact page, game watch page, and Iowa links page—which should meet most club needs.