

UCD CLUB SPORTS TRAINING 2024-2025

Misc. Officers

Social Media Chair

Fundraiser Chair

Recruitment Chair

Equipment Chair

Apparel Chair



Club Conduct

Hazing Policy

Zero Tolerance Policy

Students, by participating in the Sport Clubs program, agree to conduct themselves and their organizations in an appropriate manner. Individuals must always act as University representatives, both on and off the field of play. Failure of Sport Clubs and individuals to adhere to a responsible standard of conduct will result in disciplinary action set forth by a Coordinator.

It is against the law for student organizations to conduct “Hazing.” Violation may result in loss of Sport Clubs’ status, action by Student Judicial Affairs, and/or referral to local law enforcement agencies.

- Absolutely no hazing in any shape or form

Social(s) Guidance

Link: [Instagram](#)

Link: [Facebook](#)

Link: [Twitter](#)

Link: [Social Media Management Tools](#)

- Use these links for great info, tips/tricks and resources!
 - How/when to post
 - Targeting your audience
 - Making posts accessible
 - Creative ways to post
 - UCD guidelines, mission and social media goals, etc.

Remember!

- What you put out there is on the internet forever...
 - Be mindful of that when liking, commenting, posting
- Less ‘flyer’ type postings
 - get creative; How To’s, spotlights, takeovers,
 - Wordy posts w/ too much info can be hard to look at
 - Think simple but impactful!
- Send Pro-Staff your achievements!
 - Send us action shots, team photos!
 - We want to know when yall win, break/set records, have a good game
- Tag Campus Rec and Club Sports in socials!
 - We won’t repost everything
- Research latest trends and incorporate them

Fundraiser/Events chair

Fundraising Handbook

The fundraising handbook can be found through the Campus Recreation website on our Sport Clubs page under the Officer Resources tab.

[Sport Club Fundraising Handbook.pdf](#)

Securing a Sponsorship:

- Contact with non-alcohol/tobacco companies such as sports-related businesses, eateries, or neutral entities that would not reflect negatively upon the University
- Club receives significant cash value in exchange for major event sponsorship; e.g., A & B Company presents the UC Davis Bicycle Race
- Check with Abby for approval first!

Fundraising Tips!

- Charge for spectator admission at big games!
- money can go directly into your personal checking account
 - Or sell prepackaged snacks and drinks or campus food trucks to come (great idea for tournaments)
- Host youth, skills camps or lessons for community/UCD students
- Work ICA events; easy money for 2-5 hours of work, doubles as team bonding, word of mouth advertising
- Sell or raffle leftover merch at games, on social media, tabling, etc
- Promote your donation link as much as possible!

Recruitment Chair

A person wearing a blue baseball jersey with the name 'JOHNSON' and the number '35' on the back, standing on a field. The background is a blurred outdoor setting with a building and trees.

- Officers recruit based on own/set guidelines by team
- Use social events to recruit/market your team
- Highlight not just skill & athletic accomplishments:
 - Academic accomplishments
 - Events/socials the club hosts
 - Alumni connections
 - Travel opportunities

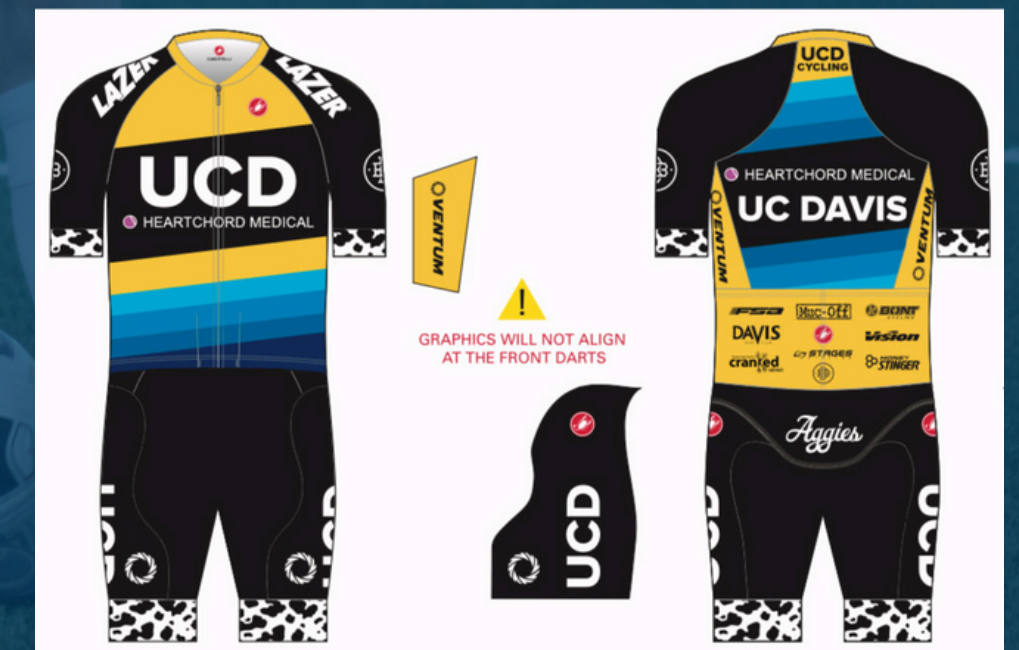
You are trying to get them to choose you just as much as you choosing them!

Equipment Officer

- **Stay Organized!**
- Create a packing list for home and away games to keep track of equipment
- Take inventory regularly
- Label stuff
- Storage on UCD is very limited; DO NOT plan to keep equipment on campus
 - Invest in off campus storage
- Budget through out the next year or two for new equipment when necessary

Apparel Cooridantor

- Email Abby designs **FIRST** for approval
- [Digital Spirit Marks Link HERE](#)
- When using UCD colors, must be Aggie Blue and Gold
- Get Creative and create your own logo!
- Don't have to use UCD colors
- Must indicate somewhere on your merch you are a "Club"
- ICA (UCD athletics) logos are a no go



Apparel Cooridantor

Fonts

Campus fonts should be used for all type on Sport Clubs UC Davis apparel and collateral. These fonts are an important expression of the brand and help unify our visual program beyond the use of logos.

Our campus fonts are:

Proxima Nova

Aa Aa Aa Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa Aa Aa Aa
UltraLight ExtraLight Light Regular Medium Semibold Bold Black

Ryman Eco (Regular only: one weight, one style)

Aa Bb Cc
Regular

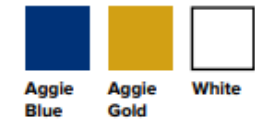
Freight Text Pro

Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa
Light Book Medium Bold Black

Color Configurations for Spirit Marks and UCD/Sport Clubs Lockup

Spirit marks and the UCD/Sport Clubs lockup may be reproduced in Aggie Blue, Aggie Gold and white, only as shown below.

The configurations shown below demonstrate proper color use for a variety of backgrounds. They are not intended to recommend specific background colors. Any color in the extended brand palette may be used as a background.



Solid

On white only				
On dark backgrounds (Example shown on Bodega)				
Light backgrounds or white (example shown on Golden State)				

Outline

On white only				
On dark backgrounds (Example shown on Pinot)				
Light backgrounds or white (Example shown on Farmer's Market)				