Signature Event Criteria

Many Gold Rush events have wonderful qualities but a few can be considered as a “Signature Event.” All Signature Events will highlight the goals and traditions themes of Gold Rush. Please see the below criteria to see if your event should be considered as a Gold Rush Signature Event.

Overall Criteria

- Large anticipated (at least 500 students) attendance and general student body target audience
- Preferred for the event not to be first year event, but first year event proposals are still welcomed
- Opportunity for collaboration: Multi-office or collaborative event
- Infused UNC Charlotte history and tradition component
- Active programming rather than lecture style – audience engagement
- Ability to engage the student participants beyond the event by showcase opportunities for additional involvement
- Student engagement and community connections rather than information on student resources
- Non-major specific
- Recurring event – if this event is successful, do you intend on continuing this event in the future?
- Intentional events not coincidental events (athletic events, student performances, etc.)
- Upload an info-graphic or photos from previous year

Perks

- Marketing at SOAR and over the summer
  - Signage throughout campus
  - Shout out in Gold Rush presentation
  - Listed within the SOAR schedule
- Student Volunteer Guarantee – Guarantee support of 10 student volunteers (can request additional support)
- Gold Rush will host a table at your event and give away promotional items from Gold Rush
- Support with identifying space and reservation needs (if needed)
- Marketing Support
  - Possibly promote some of the signature events Inside UNC Charlotte
  - Specific event digital signage to do it
  - UNC Charlotte university account social media shout out
- Support in coordinating accessibility options
- Gold Rush will cover the cost and logistics of scheduling Norm the Niner to be in attendance (this will also be indicated on the Gold Rush schedule). *Note* Norm will be available based off student availability and not always be 100% guaranteed.
- Gold Rush to upload them to the campus calendar
- Gold Rush prize pack giveaway at the event
- Gold Rush will have a photographer upon request for events and will share photos after the event.