



UNIVERSITY OF  
SOUTH DAKOTA

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**Responsible Executive:** VP of Student Services  
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# Charlie Coyote Policy

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### I. REASON FOR THIS POLICY

Charlie Coyote is an official representation of the University of South Dakota. USD is committed to creating exciting and interactive experiences with both the student body and the Vermillion community, and so will make frequent appearances at community, athletic and charity events. Academic and administrative units may request to use the mascot when communicating with youth and undergraduate student audiences to convey Coyote pride and symbolize Coyote affinity.

### II. STATEMENT OF POLICY

The Charlie Coyote policy, written and monitored by Student Services, serves as the guiding rules and regulations for the official USD mascot. The Departments of Student Services, Athletics and Marketing reserve the right to modify these rules and regulations at any time to secure the safety and effective administration of the events and participants involved.

### III. DEFINITIONS

Charlie Coyote is the sole mascot representation of USD.

### IV. PROCEDURES

1. All appearance requests must be received at least two weeks prior to the event date.

2. A private and secure changing space is required for Charlie, to protect character identity.
3. Charlie Coyote must have scheduled breaks suitable for the environment and tasks requested.
  - a. Air conditioning and breaks every hour, depending on the heat index, should be made available; Student Services will advise.
  - b. Drinking water must be available.
4. Charlie Coyote mascot suits will NOT be loaned or rented out.
5. The hourly charge for official Charlie appearances begins at campus departure and ends upon return to campus.
6. All USD and campus events requesting Charlie Coyote's appearance will take precedence over non-USD-sanctioned events.
7. Charlie Coyote must act in a professional and appropriate, but fun, manner, as they are a direct representation of USD.
8. All Charlie Coyote performers must be at least 18 years of age, trained and employed by the University of South Dakota.
9. Co-appearances with Charlie Coyote will need to be approved by USD Student Services and/or the Department of Athletics.
  - a. Co-appearances may occur with other school mascots in conjunction to league promotions or play.
  - b. Special appearances with corporate sponsors may be coordinated with proper approval from Student Services.
  - c. No duplicate, altered, or varied alterations of the USD Charlie Coyote Mascot should be represented in a single event space.
  - d. Charlie Coyote performs in conjunction with the USD cheer and dance teams, Coyote Crazies and the USD pep band but holds no cohort. Charlie Coyote should always serve as the sole mascot representing USD.

## V. RELATED DOCUMENTS, FORMS AND TOOLS

Not Applicable