The Radford Athletics mascot serves as the official ambassador for Radford University and the Radford University Athletic Department. The Highlander proudly represents the university and careful consideration is given on where, when and why to make appearances.

The primary role of the Highlander is to represent Radford University Athletics, promote the teams, galvanize the crowd, and cheer on the Highlanders. Decisions regarding permitting the Highlander to appear at events outside of Athletic events and official university functions are thoughtfully considered and must fit in with the University’s strategic promotional goals and objectives.

The Highlander makes public appearances during both the Highlanders season and offseason and is available for corporate events, charity functions, birthdays or other private parties. The closer your request for an appearance aligns with the goals of promoting and supporting the university the better we are able to positively review your request.

**POLICY**

- Cheerleading and Mascot appearances are available upon request with a MINIMUM of one month notice. Because of the time demands on the students, we cannot guarantee that each requested appearance will be fulfilled and priority will be given to athletics-related duties.

- The Radford University Department of Intercollegiate Athletics reserves the right to refuse any appearance. All requests for specific appearances will be left to the discretion of the Athletics Department. The Athletic Department will decide if any appearance conflicts with its best interests.

- Appearances requested by RADFORD UNIVERSITY DEPARTMENTS & GROUPS are considered at the University ONLY if the event is an official, University-sanctioned event as determined by University Relations. Priority and consideration is given to events that advance the University's overall mission.

- Appearances requested by SCHOOLS & NON-PROFIT Groups are considered ONLY if the event serves an educational purpose to the ENTIRE school or organization.

- Appearances are a MINIMUM of one hour and INCLUDE travel time. Appearances are not to exceed two hours.
HIGHLANDER REQUEST FORM

To request a Highlander appearance, please fill out the following form. Please note that all fields must be completed in order to be processed.

Contact Information

<table>
<thead>
<tr>
<th>First Name:</th>
<th>Last Name:</th>
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<tbody>
<tr>
<td>Phone:</td>
<td></td>
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<tr>
<td>E-mail Address:</td>
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<tr>
<td>Address:</td>
<td></td>
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<tr>
<td>City:</td>
<td>State:</td>
</tr>
</tbody>
</table>

Organization/Group Information

Organization/Group Name:

Organization type:
- Non-Profit
- Commercial
- Personal
- Campus Group

Event Information

Event Name:
Event Description:

Number of people expected at the event:
Event Date:
Event Time:
Event Location:

Mail Completed Form To:
Radford University Athletics
Attn: Donation Requests
PO Box 6913
Radford, VA 24142
OR
Email To:
James Moran
Assistant Director of Marketing & Ticket Sales
Radford Athletics
Smoran2@Radford.edu