

Ateneo de Zamboanga University

Guidelines on the use of the AdZU Mascot

Mascots are used to embody school identities. Often, they serve as “spokespersons” or the “face” of the institution adding character and personality to the organization’s identity.

In the same way, the Ateneo de Zamboanga University recognizes that a mascot may give a whole new meaning to the AdZU “Aguila” (Eagle) brand. It could boost pride and school spirit in sports and other similar events; add fun and flair to institutional activities by encouraging engagement and interaction with the audience; and may be used to promote the school.

To maximize the use of the Mascot and ensure its proper use and care, the following guidelines shall be followed:

Care and Custody

The University Mascot shall be put under the custody of the University Communications Office.

Mascot Appearance

To preserve the novelty of a mascot, the AdZU mascot may only appear in the following events/activities:

1. Institutional events (Ateneo Fiesta, Pep Rallies, Graduation, and other similar events)
2. Promotional events and activities of the Ateneo de Zamboanga University (e.g. AdZU Open House, Career or Job Fair, etc).

Reservation/borrowing of the Mascot

1. Requests are accommodated on a first-come, first-served basis.
2. Requests must be filed at least three (3) days prior to event using the Publicity Request Form available at My AdZU Portal.
3. Once the request to use the mascot is approved, the requesting party may only pull out the costume from UCO not earlier than one (1) day before the event, for local events, and two (2) days for out-of-town events. The costume shall be transported only in the bag provided by UCO to prevent damage to the mascot during transport.
4. The borrower takes full responsibility to ensure that the Mascot is not damaged while in their custody; if the mascot is damaged, repairs or parts replacement shall be charged to the borrower.
5. Only bonafide students, faculty, and staff may wear the mascot.
6. On the day of the event, the costume must remain in the dressing area after each appearance/performance.
7. The borrower must ensure that the costume is returned to UCO not later than two (2) days after the event.
8. UCO reserves the right to approve or deny request/s to use or borrow the Mascot.

Role of the Mascot in AdZU events:

At all times, the Mascot is expected to adapt a positive disposition throughout school events and functions and interact with its guide and people around him in a pleasant manner. Mainly, it will be asked to do the following:

1. Meet and greet the crowd.
2. Hug, shake hands, and/or be photographed with participants/visitors of the event. Hugging may be done with one arm wrapped around the participants'/ visitors' shoulder and the other in plain sight.
3. Dance or interact with participants/visitors or other characters (if any).

The person wearing the AdZU mascot costume is expected to:

1. Be in full costume and stay in character at all times while in public view.
2. Be on time for "call time".
3. Follow instructions and listen when being talked to.
4. Be in perfect health during Mascot appearance/s.
5. Inform the guide/s if there is a need to take a break. This may be done through tapping of the head, a hand gesture, or other signals.
6. Remove costumes before eating meals to avoid damaging the costume.

The person wearing the AdZU mascot costume MAY NOT:

1. Hug or touch participants/visitors below the shoulder.
2. Pick up or hold children or infants, or items (especially valuables) belonging to participants/visitors unless it is part of the event.
3. Approach a child who appears scared or confused. The mascot should stay back and let the child approach it.
4. Make inappropriate noises while in character.
5. Engage in any violent activity or behave in a manner deemed scandalous or inappropriate or that which may be offensive or reflect negatively on AdZU.
6. Consume alcoholic beverages, use tobacco products before or during school events.
7. Take off/remove any part of the costume during performances.
8. Reveal his identity to the public during appearances or performance to avoid over familiarization with participants.

Role of the Event Organizers:

BEFORE

1. Brief the Mascot and the guide/s on the event flow for Mascot appearance (in-costume times).
2. Brief event host/s of the guidelines to ensure that the Mascot will not be asked to do anything that may damage the image of Ateneo de Zamboanga University.
3. Ensure that the person wearing the AdZU mascot costume accomplishes the AdZU Mascot Costume Waiver of Liability Form.
4. See to it that the mascot is accompanied by guide/s at all times.

DURING

1. Schedule breaks every 30 minutes or as needed in the case of extreme conditions (may also be done when the crowd thins out and to respond to the call of nature).
2. Provide water, meals, or snacks to the Mascot and guide/s.
3. Monitor the crowd & know when to pull out the mascot should the need arises (i.e. participants becoming rowdy; threatening the safety of the mascot)
4. Ensure that performers' identities are not revealed to the public, i.e. personal information is not given out.

BEFORE, DURING & AFTER

1. Provide an appropriate holding area for the Mascot before, during, and after the event.
2. Provide provisions for crowd control to ensure the safety of the Mascot before, during, and after the event.

Role of the Guide:

1. Stay with the Mascot at all times and monitor the safety/condition of the Mascot during performance/s and/or appearance/s.
2. Be the eyes and ears of the Mascot.
3. Be the voice of the Mascot (e.g. inform event organizers of the needs of the Mascot during performances/appearances).
4. Ensure all guidelines are followed.