



Policy Source: Gwinnett Tech	Owner: Ex. Director of Communications	Effective: 8/2025
Division: Communications		Reviewed: 2/2026

GT 9.2.4 Mascot Policy

Purpose

To establish clear guidelines for the use, representation, and management of the campus mascot to ensure it reflects the values, spirit, and integrity of the institution.

Scope

This policy applies to all students, staff, and faculty involved in events where the mascot is present or represented.

Mascot Representation

Authorized Wearers

Only individuals who meet the following criteria may wear the mascot costume:

- Is a currently enrolled student or employed staff member.
- Have completed mascot training and orientation.
- Have signed the Mascot Code of Conduct.
- Have no code of conduct or academic integrity issues.
- Are approved by the Communications and/or Student Life.

Roles and Responsibilities

- **Mascot Actor:** The individual wearing the costume and performing as the mascot.
- **Mascot Handler:** A trained individual who accompanies the mascot actor to assist with navigation, crowd control, and safety.

Code of Conduct

Mascot performers and handlers must:

- Remain anonymous while in costume.
- Avoid removing the costume in public view.
- Refrain from inappropriate gestures or behavior.
- Represent the school in a positive and inclusive manner.
- Follow all campus safety and harassment policies.

Costume Care and Storage

- The costume is property of the institution and must be stored in a secure, designated location.
- Only authorized personnel may access the costume.
- Wearers are responsible for reporting damage or wear.
- Cleaning and maintenance are managed by Communications.

Event Guidelines

Approved Events

The mascot may appear at:

- Campus celebrations
- Orientation and recruitment events
- Community outreach programs
- Other events approved by the Communications and/or Student Life

Request Procedure

- Event organizers must submit a Mascot Appearance Request Form at least two (2) weeks in advance.
- Requests are reviewed based on availability, appropriateness, and alignment with campus values.

Safety and Accessibility

- Performers must take regular breaks and stay hydrated.
- A handler must accompany the mascot at all times.
- The costume must be accessible and adjustable for different body types.

Visual Branding Guidelines

- The mascot's image, name, and likeness are part of the official college brand.
- The Office of College Communications must approve any use of the mascot in print, digital, or merchandise.
- The mascot must always appear in a respectful, inclusive, and spirited manner.
- Unauthorized use of the mascot image is prohibited and subject to disciplinary action.

Gift and Gratuity Policy

- Mascot actors and handlers may not accept cash tips or personal gifts while in costume.
- Small tokens of appreciation (e.g., thank-you cards, snacks) may be accepted that do not exceed the value of \$75.00, per TCSG State Board Procedure 4.3.2p3.
- Any gifts received must be reported to Administrative Services.
- Employees must also comply with [Procedure 4.3.2 – Code of Ethics](#) for the Executive Branch, for the State of Georgia.

Disciplinary Actions

Violations of this policy may result in:

- Temporary or permanent removal from mascot duties.
- Disciplinary action under the student or employee code of conduct.