



D.C. UNITED APPEARANCE POLICY

Appearances are an essential part of D.C. United's community outreach efforts and provide the team the opportunity to generate positive impact throughout the Washington, D.C. area. Giving back allows D.C. United to support a great number of organizations which in turn help those in need.

Making a Request

The following request policy has been developed as a way to create consistency and fairness to the organizations that ask for D.C. United's participation in area events. Due to the demands of travel and practice, the schedules of D.C. United players and coaches are extremely limited.

Applying

- All appearance requests must be submitted in writing at least six weeks in advance of the date of the event. No telephone call or email requests will be accepted. If there is a publication deadline, requests must be submitted in writing at least six weeks before this date.
- Written requests must be submitted on organizational letterhead and include:
 - Organization's name and full address
 - Official name and nature of the event
 - Day, date and time of the event
 - Event location
 - Typed directions from RFK Stadium (NO MAPQUEST!!!)
 - Specific request (player, coaching staff, front office staff)
 - Description of D.C. United's involvement and the activity with which the individual will be involved
 - Nature and size of group attending the event
 - Publication deadline (if applicable)
- All requests must also be accompanied by a completed D.C. United Player Appearance Request Form.
- Please address requests to:
 - D.C. United
 - RFK Stadium
 - 2400 East Capitol Street, S.E.
 - Washington, D.C. 20003
 - Attention: Community Relations Department.

Processing

D.C. United will follow up in writing to all requests received. Please allow at least three weeks for processing. D.C. United asks that telephone inquiries regarding appearance status not be made due to the high volume of requests received. All appearance decisions made by D.C. United are final.

Appearance Guidelines

- ❖ All appearance requests for a player, coach and/or front office/management member must be directed to the Community Relations Department. This Department will then review the request and make the appropriate decisions regarding D.C. United's participation. This Department will be the only department to book members of the D.C. United organization for public appearances.
- ❖ All appearance requests should be accompanied by a completed appearance request form and/or by another pertinent information sheet. Please call D.C. United at 202-587-5000 to receive such a form via facsimile or mail. Please also visit dcunited.com to download a form from the Internet.
- ❖ All appearance requests for clinics should include both a completed appearance request form and the following information on a separate sheet of paper: Number of clinic attendees, type of demonstration surface, age group range of participants and/or age group range of coaches (i.e., U-10, U-12, etc.), allotted time for clinic and, in the case of coaching clinics, whether or not there will be a youth team on site to demonstrate. Additionally, please indicate whether or not goals will be on-site. Please note that the host site is responsible for providing balls, pinnies, cones and access to water.
- ❖ All appearance requests **must include typed directions from RFK Stadium** in Washington, D.C. (2400 East Capitol Street, S.E., Washington, D.C. 20003). Please **DO NOT** use Internet-generated directions from websites such as Mapquest.com.
- ❖ Appearance requests may be prioritized according to the following criteria:
 - Is the appearance for a worthwhile charity, organization and/or cause?
 - Will the appearance attract media attention?
 - Will the appearance help draw people to a game?
 - Would a mascot or inflatable be more appropriate for the event?
- ❖ In general, appearances last no longer than 90 minutes and are granted only for events occurring within a 35 mile radius of Washington, D.C. (or 45 minutes outside of the 495 Beltway). Please consider driving time when submitting the request for an appearance.
- ❖ Appearances should begin no earlier than 2:00 p.m. on training days (training typically occurs Monday through Friday); **no appearances will be allowed on game days**, so please consult D.C. United's schedule at dcunited.com. In addition, appearances the night before a game will be limited to injured or suspended players only. For an event on an away game weekend, please understand that D.C. United may not know who will be available to appear, if any player will be able to appear at all, until the travel roster is released (typically two days before an away game).
- ❖ Due to the training, travel and game schedules of D.C. United—as well as many of the team's players' involvement with their respective national teams—player participation may not be confirmed until as little as a day before the event. Appearance requestors should not assume that there will be an injured or non-traveling player to fill in at the last minute.
- ❖ Some appearances command appearance fees; should a fee apply to your appearance request, the Community Relations Department will contact you.
- ❖ A D.C. United staff member, intern and/or volunteer will attend every scheduled D.C. United appearance and will bring the appropriate items as needed (i.e., player cards, autograph pens, promotional items, banners) and will offer assistance when appropriate.