

Your Mascot Picture Here

Parts that go with this mascot:

**Head**

**2 pair hands**

**Upper Fur Body**

**Lower Fur Body**

**2 t-shirts**

**2 part inner body**

**4 hoops**

**1 pair sneaker feet**

**mascot manual**

Emergency phone:

(123) 555-5555

Any other important information

## **Roles & Responsibilities (Reporting Structure):**

Identify the reporting structure. Who does the performer report to? Who does the handler report to? What if the mascot gets damaged? Who repairs it?

### *Performer*

*The mascot performer represents your company. This mascot is a fun-loving character that enjoys playing with ---. His favourite thing to do is ---. He even has a signature move (then describe the move). You will report to ---*

### *Handler*

*A handler plays an important role with our mascot! You too, are an ambassador or XXX. It will be your responsibility to ensure that the mascot performer is kept safe. It will be your job to direct the mascot throughout the venue and accompany him back to the break area. While the performer is in costume, you are to remain within touching distance. You will also speak for mascot when children ask him a question, etc. Your direct supervisor is ---.*

### *Repairs & Damage*

*The office using the mascot will assume the responsibility of returning the mascot in the condition they received it. If you notice damage, please notify --- immediately.*

## **Handler Specifics:**

- Are handlers mandatory? Will the handler talk for your mascot or perform other duties?
- What are your distress signals for the performer & handler?
- If using a handler, you might include some basics like: always have them within touching distance of the character; never allow mascot to lift heavy objects or children. Perhaps you will have your handler narrate the situation so that the mascot is more aware of what is going on around them "Oh, isn't that wonderful? A small child is hugging your knees Rex!"

## **Performer Safety**

Safety of your performer and those around your mascot should always be the number one priority. Identify the needs of your mascot and identify areas of particular caution (e.g. tail); these could include limited vision, restricted hearing, lack of dexterity or the specifics of who is able to wear this mascot safely, or who shouldn't wear the mascot.

*e.g. This mascot has limited vision, mostly seeing through the mouth. While the hands are quite dexterous, it should be noted that the oversized large body and tail can make it difficult to be aware of your immediate surroundings. This mascot is meant to be worn by a 5'3 individual of a slim to athletic build.*

What about hydration? Will your performer need a water break every 20 minutes? Do you have special circumstances to be aware of? Perhaps you would include something about very hot or extreme cold days.

*e.g. While most performers can go upwards of 40 minutes before needing a break, some find it necessary to take water breaks every 20 minutes. Please use your judgement. Please consider the weather and keep yourself hydrated.*

### **Distress**

Identify situations that may arise. What if someone grabs your mascot's hand and runs off? Will the handler chase him down and leave your mascot on his own? This area should be used to establish hand signals for the handler/performer in cases where the performer needs to get out of costume quickly.

*e.g. From time-to-time, despite your best efforts, you will encounter a child who is frightened by the costume. After all, to their eyes, the character is HUGE! The best way to deal with this is for you to back away slowly from the child. The performer should stay in character, shuffle away, and then engage the child from a safe distance. Your mascot can pretend to cower himself! The child will see that your mascot is not so scary after all.*

### **Alcohol and Drugs**

- Don't smoke in or near the costume. The smell carries and it only takes one ember to burn a hole.
- Do not wear the costume while intoxicated, or hung-over. This will impair your performance and could prove dangerous.

### **Accepting Gifts and/or Monies**

It is important to clarify with your performer if they are allowed to accept monies, and under what circumstances. Are they allowed to accept tips? Are they allowed to accept gifts or other benefits? Do you have a policy on offering photo opp's for money? For that matter, if they do accept tips, are they shared equally between performer and handler?

*e.g. It is our policy that the mascot performer and handler do not accept monies or gift of any significant value. Under no circumstances are you to accept money for photo opportunities however, donations to our charity of choice will be happily accepted.*

### **Political and Religious Activities**

Some of our most esteemed clients are political and religious organizations whose mascots are responsible for conveying a particular religious or political message. However, if your organization is not political or religious, then it is important to be clear on your stance when it comes to these matters, and related activities. You need to ensure that any religious or political event which your mascot attends aligns with your organization's values and (even better) are endorsed by your company. Politics and religion are touchy subjects, and the last thing you want to do is offend or ostracize part of your demographic, because they don't agree with the event your mascot attended.

### **Authorized & Unauthorized Use of Mascot**

The purpose of our mascot is to...

What types of events would the mascot attend? Are there any types of events that your mascot should not attend? What about a political protests or rallies?

### **PROTECTING BRAND of your mascot**

Are there specific brand colours, clothing or accessories? Is it OK to pin buttons on the mascot? What about days where the mascot is part of a charitable event... is it OK for him to wear their T-Shirt? Is it OK for someone to decide not to wear a part of the mascot because it is hot today? Can the mascot wear different mascot clothing?

*Our mascot should always be clean & fresh. He/she should appear in full dress only with the branded t-shirt etc. There are opportunities for our mascot to wear XXX in certain circumstances.*

### **Protection of Mascot and Property**

Where is the mascot to be stored? Under who's responsibility? How will the mascot be transported? Aside from ensuring the safekeeping of an expensive purchase, physically protecting your mascot can save it from being on the "Missing Mascot List".

#### Storage Location:

Company Name

123 ABC Street

Your Town, PROV/STATE POSTAL/ZIP

### **Personal Use and Social Media Conduct**

Your mascot is a part of your branding and should always be protected. In the age of Selfies and Instagram, you can avoid a lot of unwanted publicity by clarifying the line here. Some points could include:

- Do not take personal photos of yourself or anyone else wearing the costume or parts of the costume unless authorized
- Do not take the costume off the storage property unless authorized.
- Always be camera ready when in public.

### **VIOLATION OF THE CODE**

Repercussions for violating the code should be clear. Consider a "warning system" or termination of access to your mascot.