**STUDENTS’ UNION, UNIVERSITY OF CALGARY**

**PARTNERSHIP GUIDELINES**

Partnerships must be exclusively non-monetary in nature, provide a benefit to the undergraduate student experience at the University of Calgary, align with the SU’s mandate under the Alberta Post-Secondary Learning Act, align with one or more of the values included in the Strategic Plan, which for the period of 2022-2025 are:

1. *Community, “we foster belonging by connecting students to personal, professional, and social opportunities;”*
2. *Excellence, “we deliver exemplary service though leadership and dedication to students;”*
3. *Equity, “we celebrate diversity in all its intersecting forms and combat attitudes and systems that lead to inequity;”*
4. *Ingenuity, “we innovate and adapt to the evolving needs of students in creative and dynamic ways;” and*
5. *Integrity, “we demonstrate honesty and responsibility in all our actions and decisions;” and*

Partnership must also address one or more of the following pillars.

1. *Quality of Education by providing opportunities for undergraduate students that directly complement their academic experience, or important life skills, or both;*
2. *Collaboration, by building bridges between students and departments, faculties, or the community, or fostering university or community pride, or*
3. *Wellness, by promoting the physical or mental wellbeing of the University of Calgary campus community, including mental health, inclusion, or accessibility.*

**Partnership Application Guidelines**

These guidelines are derived from the [SU Partnership Procedure](https://www.su.ucalgary.ca/wp-content/uploads/Partnership-Procedure-Sep2022.pdf) and are intended to provide fair and equitable access to SU resources.

1. Applications must be submitted no later than twenty-five (25) business days prior to the first day of your event or activity.
2. Must include a clear rationale of how the Partnership meets the criteria of this Procedure and include information about the prospective partner;
3. Must include a complete budget for the event or activity including a detailed list of space and resources requested from the SU;
4. Must include a statement of activities that will be undertaken to promote the event or activity and to recognize the SU as a partner;
5. Must include a tentative MacEwan Conference & Event Centre (MCEC) contract for the event.
6. The SU must be recognized in all promotional materials used to publicize the event you are hosting. Approved applicants must submit copies of draft promotional and event materials to michael.hedgecock@ucalgary.ca for approval no later than fourteen (14) business days prior to implementation.

If a partnership request is granted, recipients must follow all MCEC regulations that pertain to their event, including payment and cancellation schedules and penalties, and food and beverage restrictions. Under no circumstances should a partnership grant be interpreted as exempting you from these requirements.

**The Operations and Finance Committee requires all applicants who receive a Partnership to report back to the SU on the outcomes and impact of the partnership activity or event. The report should include images of the promotional materials displaying the SU logo used at the event. Failure to submit the mandatory report in twenty (20) business days following the conclusion of the event may result in:**

**(1) rejection of future partnership proposals from or on behalf of the applicant organization for up to one year; and/or**

**(2) An invoice for the space(s) and resources, in whole or in part, allocated through the partnership.**

All partnership requests are considered and approved by the Operations and Finance Committee. All partnership decisions made by the Committee are final. Partnership with the SU does not absolve you of additional costs incurred after this application has been submitted for consideration, nor are partnership grants renegotiable after the fact. The onus is on the applicant to consider and include all potential costs before submitting an application package.

**STUDENTS’ UNION, UNIVERSITY OF CALGARY**

**PARTNERSHIP APPLICATION**

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| **Applicant Group Name** |  |
| **Event Title** |  |
| **Event Dates & Times** |  |
| **Contact Name** |  |
| **Contact Phone** |  |
| **Contact Email** |  |
| **Mailing Address** |  |
| **Please indicate if you are a:**  University Department/Unit  Charitable Organization  Business/Government Agency  Other Group | |

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| **Event Statement** (Outline the purpose of the event. Explain how undergraduate students will benefit directly from the event and why the SU should sponsor it. If you have had a similar event in the past, include all relevant details from previous years.) |
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| **Alignment with SU Strategic Plan and Pillars** (Explain how proposed event aligns with at least one value of the SU Strategic Plan and one of the program’s pillars. |
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| **Organization Background** (Provide information about your organization). |
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| **Requested SU Resources** (Space in MacEwan Building). |
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| **Communication and Dissemination Strategy** (Identify all activities you will undertake to promote this event and advise how the SU will be recognized as a partner.) |
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| **Previous Partnership Requests** (Identify all previous partnership requests that have been submitted on behalf of the applicant group. Include the following information: dates, name of events, and number of attendees) |
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| **Event Budget** (Detail all estimated revenues and expenses for your project, including other sources of funding. Budgets that appear to be inaccurate or misleading will be rejected by Operations and Finance Committee. Identify all costs that you wish to be waived.) | | |
| **Item Description** | **Expenses/Revenues** | **Funding Source** |
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Be thorough with costs; list all possible expenses in order to give a true idea of the cost of the event. Possible costs could include:

**Site**

* Venue Fees
* Labour
* Equipment
* Table/chairs
* Audio-video equipment

**Decorations**

* Flowers
* Lighting
* Supplies

**Promotion**

* Web Design
* Posters/flyers
* Media/advertising
* Printing/copying
* Postage

**Catering**

* Food
* Drinks
* Gratuities
* Labour

**Program**

* Speakers/ Facilitators
* Travel
* Lodging & meal

**Prizes**

* Gifts
* Plaques/trophies
* Fees /Honoraria
* Door Prizes

**Funding Exclusions**

Partnerships cannot consider the waiver of the following items or costs associated to: Taxes, gratuities, labour fees, externally mandates fees such as SOCAN, security, catering, costs not listed on the tentative contract between SU/MCEC and partner, or costs associated with equipment not owned by SU including costs levied by University of Calgary Com/Media.

Additionally, partnerships cannot consider: (1) Use of SU employee resources unrelated to the direct provision of space or SU resources; (2) SU space determined by the General Manager or designate to be inappropriate for the purposes of the Partnership; (3) Applications that violate, or intend to violate, Union Policy or University of Calgary policies or procedures; (4) Applications that negatively impact or interfere with the SU’s administration of its own programs, services, businesses, events, or brand; (5) Applications that are to be used in combination with other sources of SU funding; (6) Applications that generate, or be intended to generate, revenue for the partner.

Please forward your completed application to Michael Hedgecock at: [michael.hedgecock@ucalgary.ca](mailto:michael.hedgecock@ucalgary.ca)