Sponsorship and Advertising Program Guidelines
MacEwan Student Centre
Operations and Finance Committee (69.13)
Passed: July 12, 2011
Amended: n/a

General
Given the magnitude and attractiveness of the post-secondary/future leader student market at the University of Calgary, the number of major events and programs conducted by the Students’ Union (SU) and the significant traffic experienced in the SU-managed MacEwan Student Centre it is prudent to set out an integrated approach and guidelines to sell sponsorship and advertising opportunities to external business and organizations.

The SU annually receives numerous requests for sponsorship and advertising opportunities, yet has not developed a coordinated and consistent approach to dealing with potential sponsors and advertisers. This could be a significant source of revenue for the Students’ Union, money that is reinvested in events, programs and services offered to undergraduate students at the U of C.

These guidelines, supported by an integrated sponsorship and advertising package, will serve as a screen through which potential sponsorship and advertising opportunities are evaluated.

Objectives and Guidelines
Through this new program, the Students’ Union intends:
• To create an integrated and controlled gateway through which external businesses and organizations access the student market through the MacEwan Student Centre and activities of the SU;
• To build external relationships with industry sectors that can enhance undergraduate student lifestyle and academic pursuits and that supplement the financial well-being of the SU; and
• To ensure consistency in dealing with external organizations and businesses.

Sector Targets
As the SU wishes to remain sensitive to the fact that it is a not-for-profit organization and not present an overly corporate image to its stakeholders and constituents, the SU’s sponsorship and advertising program will focus on defined industries and other pertinent sectors:
• Whose support can enhance student interests and engagement and advance student academic and career objectives through a variety of initiatives, programs and events;
• That can provide a benefit to student lifestyle;
• That support student safety and well-being; and/or
• That can offer financial and/or in-kind support or compensation to the SU and or students.

These are generally defined as:
• External business sectors, such as:
  o Telecommunications (phones, wireless internet, mobile devices, etc)
  o Electronics (computers, gaming, and others)
  o Retail Products (catering to the 18-25 market)
  o Health & Wellness
  o Travel
  o Fitness and Sport
Automotive
Industrial and Other Business (major employers, career related, recruitment)
Food Products
Banking & Credit Services
Printing & Related Services, and similar.

- External Organizations
  - Professional and Industry Associations
- Campus Research and Other Such Businesses/Organizations
- Government, and
- SU Vendors (existing relationships)

Content Policies and Plans
The guidelines would be supported and guided by various policies, plans and agreements, such as:

- **Acceptable Display Procedure**
  - The SU has adopted a policy that will guide procedures on addressing proposed content that is considered sensitive or inappropriate to the student audience.

- **New MacEwan Student Centre Advertising and Signage Policy**
  - The SU is adopting a new policy that will address the placement of all signage and advertising within all areas of the MacEwan Student Centre and MacEwan Conference and Event Centre.

- **Advertising Agency Contracts**
  - The SU enters into contractual arrangements with external advertising and marketing firms regarding the placement of advertising within the MacEwan Student Centre and MacEwan Conference and Event Centre.

- **Supplier Exclusivity Agreements**
  - The program will recognize and adhere to provisions in exclusive SU supplier contracts, such as those with major beverage companies.

Sponsorship and Advertising Plan
The SU has set out a plan to define a variety of sponsorship and advertising packages for the marketplace. The Plan establishes annual SU sponsorships and defines targeted events for which the SU will seek sponsors. The Plan sets out sponsor privileges and package rates. It also includes a section on advertising opportunities within the MacEwan Student Centre and MacEwan Conference and Event Centre and with the SU.

The Plan shall be used by all areas of the SU in negotiating sponsorship deals with interested parties. It can also be used as a guide in negotiating or renegotiating privileges with major vendor contracts.

Phasing of Program
A phased-in approach to the sponsorship portion of the above Plan is desirable. In the first phase, the program will promote program awareness and focus on soliciting sponsorship and advertising from current sponsors, contacts and key vendors of the SU. Some new sponsors may be pursued for major events and new activities (i.e. BSD, Electronic Bulletin Board Network) where no sponsorship is currently in place.

The second phase of the program will focus on attracting additional sponsors in the target sectors identified above. Consideration will be given to a campaign driven by external advertising and marketing firms.

Program Approvals and Ongoing Management
Operations and Finance Committee
Oversight of the SU Sponsorship and Advertising Program is a responsibility of the SU Operations and Finance Committee. The Communications Manager and Manager, Student Programming will bring sponsorship matters forward for review and decision. The primary responsibilities of the Committee would include:
• Approving the Sponsorship and Advertising Program Guidelines, and
• Approving New Sponsors

Ongoing Program Management
The daily management of the Program shall be the responsibility of the Communications Department. Generally duties shall include:
• Serving as key contact point for the program and managing all sponsorship and advertising enquiries,
• Managing creation and execution of program marketing and sales campaigns,
• Sponsorship property management and sponsorship negotiations and agreements, including renewals,
• Internal communications program liaison with SU Managers and Department Heads,
• Developing and maintaining productive and proactive relationships with sponsor and advertisers,
• Managing and delivering sponsorship privileges in coordination with other SU department and business managers,
• Oversight of the design, coordination and implementation of advertising and other collateral for all sponsors and advertisers,
• Oversight of the solicitation and involvement of external advertising and marketing firms and managing external contracts,
• Managing the sponsorship request process, ensuring that all sponsorship requests are logged, communicated to relevant parties and response provided to all enquiries. Developing and managing contact databases and sponsor databases. Managing asset commitments and contractual timings to ensure payments are timely and renewal process is managed effectively, and
• Program evaluation and progress reports.

The Manager, Student Programming will also play a key management role in the program. The Manager shall:
• Serve as a key contact for event related sponsorships,
• Support the Communications manager in sponsorship property management and sponsorship negotiations and agreements,
• Develop and maintain productive and proactive relationships with event sponsors,
• Manage the delivery/implementation of event sponsorship privileges, and
• Collaborate on program evaluation and progress reports to the Sponsorship Committee.

Financial Management
The Communications Manager shall oversee the financial management of the program with the administrative and accounting support of the SU Finance Department.

Consolidated Model
• As the bulk of sponsorship and advertising expenses are located within the Communications Department, all program revenue and expenditures will fall within the Communications budget. An exception would be all revenues and expenditures related to table bookings which would continue to fall under the MacEwan Conference and Event Centre budget.