**STUDENTS’ UNION, UNIVERSITY OF CALGARY**

**PARTNERSHIP GUIDELINES**

The Students’ Union (SU) is always looking to improve the student experience. One of the ways we accomplish this is by donating the use of our facilities in the MacEwan building to unaffiliated student groups, university departments, and outside organizations interested in hosting innovative, student-centered, non-profit events that align with SU values.

Partnership events should address one or more of the following pillars.

1. *Total Education*, providing opportunities for students that complement their academic pursuits and/or important life skills;
2. *Connectedness*, enabling students to build social and community relationships and linkages, and foster university and community pride; and/or
3. *Wellness*, promoting the physical and mental wellbeing of the campus community, including but not limited to mental health, inclusion, and accessibility.

**Partnership Application Guidelines**

These guidelines are derived from the [SU Partnership Procedure](https://www.su.ucalgary.ca/wp-content/uploads/2018/07/Partnership-Procedure-June-2018.pdf) and are intended to provide fair and equitable access to SU resources.

1. Applications must be submitted no later than twenty (20) business days prior to the first day of your event.
2. Applications must be complete and adhere to eligibility requirements.
3. All requests for SU partnership must include a tentative MacEwan Conference & Event Centre (MCEC) contract for the event. Your contract should reflect any pre-established discounts provided to your group. Please note that bookings that will be seeking partnership can be made no earlier than four months prior to the event date. To request a tentative booking, please contact the MCEC at 403-210-9375.
4. 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.
5. 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. A successful application will demonstrate a clear benefit for undergraduate students. All partnership decisions made by Operations and Finance Committee are final.

Partnership with the SU does not absolve you from 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**

|  |  |
| --- | --- |
| **Applicant Group Name** |  |
| **Event Title** |  |
| **Event Dates & Times** |  |
| **Contact Name** |  |
| **Contact Phone** |  |
| **Contact Email** |  |
| **Mailing Address** |  |
| **Please indicate if you are a:**  Student Group  University Department  External 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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| **Organization Background** (Provide information about your organization.) |
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| **Requested SU Resources** (Space in MacEwan Building and/or Digital or print marketing materials or platforms) |
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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

**Partnership Application Checklist**

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|  | The completed Partnership Application |
|  | A complete, tentative MacEwan Conference & Event Centre contract for the event (including any pre-established discounts provided to your group) |

**Please forward your completed application to:**

**Attention: Michael Hedgecock**

**251 MacEwan Student Centre**

**2500 University Drive NW**

**Calgary, Alberta T2N 1N4**

**Phone: 403-220-2901**

**Email:** [**michael.hedgecock@ucalgary.ca**](mailto:michael.hedgecock@ucalgary.ca)