**Working with Co-sponsorships**

**Co-Sponsorships** involve on campus organizations, departments, or offices that would like to play an active role in a SMAC event or program. This could include, but is not limited to:

- Being part of the planning team organizing the event
- Staffing the event
- Financially contributing to the event
- Aiding in the advertisement of the event

**Checklist for Co-sponsorships:**

[ ] Always go through the Budget Coordinator and the Event Coordinator PRIOR to setting up any sponsorship. Obtain the correct letter from the Budget Coordinator, and then inform the Event Coordinator who you are trying to work with.

  - Be able to tell the Budget Coordinator the following which will go into the letter.
    - One sentence that describes the event and say that you would like them to be your co-sponsor
    - Describe your audience
    - Have a planned publicity/advertisement plan
    - Say what you would like from them, but always what you can give them in return. It is always good to describe the benefits using bullet points.

[ ] Off campus cosponsors can be used IN CONJUNCTION with an on campus sponsor.

  - With PRIOR approval from the advisor, you may use off campus sponsors for prizes, giveaways, or donation of goods

[ ] Know the benefits you can offer a cosponsor (can be all or some)

  - Publicity for the company/organization
  - Increased networking
  - Supporting sponsorship
  - Product endorsement
  - Input into choice of venue, route or timing
  - On-site product sampling opportunities
  - Demonstration or display opportunities
  - Event signage
  - Hospitality – tickets to the event
  - Opportunity to provide prizes for media or promotional activities
  - Coupons or advertising on the reverse side of tickets
  - Coupon redemption opportunities
  - Inclusion in all advertising and event promotional pieces
  - Helping hands (SMAC members working for free)
  - Access to SMAC equipment upon signed contract

[ ] When calling potential sponsors, it is essential to ALWAYS maintain professional demeanor. Ask first if you caught them at a good time, if not when to call back. Describe the event in a few sentences and say, "we would like to have you as a cosponsor." Ask for a meeting that works with both schedules in which you will go over event details.
If you are having e-mail correspondence at any time, ALWAYS use proper and professional language and punctuation. Address the e-mail with “Dear Mr. SoandSo”. Do NOT use “Hey man, how’s it goin”... BE PROFESSIONAL. Do not use “hey”, but rather use “hello”. (If you ever have questions what this should look like, please see the advisor for assistance.)

Include them on all advertisements and public relations efforts leading up to the event

Maintain in constant communication with the cosponsor. Have set meetings, communicate via e-mail, etc. And ALWAYS confirm plans 2 days before the event is to take place.

Prior to the event, reintroduce yourself and make sure everyone is on the same page and understands how the event is going to flow.

ALWAYS write a thank you card, including your appreciation for their sponsorship, relay how the event went and how they helped, attendance and the audience reaction.