



MeDUSA

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Sponsorship Communication Policy

Background

MeDUSA derives a significant percentage of its annual income from sponsorships for over 20 events and publications that are organised throughout a given year. The agreements made between MeDUSA and its sponsors are legally binding documents, with thousands of dollars changing hands with each agreement.

Because of the fragmented nature of student committees and subcommittees, as well as the heavy workload each MeDUSA committee member undertakes, events are sometimes organised and carried out without sponsorship being informed. Due to the formal nature of the sponsorship agreements, missed events result in debts being owed to sponsors for those events.

Position Statement

MeDUSA functions as a segmented organisation with communication between portfolio holders. However, formalisation of the communication processes between the Sponsorship Chair and Portfolio Holders can reduce loss of revenue and maintain a good reputation with Sponsors by reducing the chance that sponsored events are carried out without Sponsorship inclusion.

Policy

1. Responsibilities of Event Coordinator

- 1.1. The Event Coordinator/Creator must inform the MeDUSA Sponsorship Chair and the MeDUSA Executive of the event's proposed date, approximate time, and location
 - 1.1.1. If the event is a new event, the Sponsorship Chair must be given enough time to contact sponsors, await their replies and negotiate a deal for the event.
 - 1.1.1.1. Where possible, notice should be given 6 weeks before the date of the event. If this is not possible, then the Sponsorship Chair should be notified at the same time as the Executive about the new event.
 - 1.1.2. If an event listing already exists in the year's sponsorship prospectus, the Sponsorship Chair must be given enough time to ensure Sponsors have signed on to that event.
 - 1.1.2.1. Where possible, notice should be given 4 weeks before the date of the event. If this is not possible, then the Sponsorship Chair should be notified at the same time as the Executive about the event.
 - 1.1.3. If an event listing already exists in that year's sponsorship prospectus,
- 1.2. The event organiser must ensure they uphold the sponsorship requirements for advertising and attendance, as well as the required allocation of tickets to sponsors
 - 1.2.1. Before advertising any event the event coordinator will contact the Sponsorship Chair regarding advertisement responsibilities
 - 1.2.2. The event organiser will incorporate the above mentioned requirements into their advertisement throughout the promotion of the event

- 1.3. It is the responsibility of the event creator/coordinator to inform the Sponsorship Chair about upcoming events and the relevant details as listed above
 - 1.3.1. The event organiser will work with the MeDUSA sponsorship chair to ensure sponsorship requirements, as listed in the sponsorship agreement, are met throughout the course of advertising and performance of the event. This may include appropriate recognition of sponsors at the event, extra advertising rights or sponsorship banners.

2. Responsibilities of Sponsorship Chair

- 2.1. Once a sponsorship agreement has been reached between sponsors and the MeDUSA, the Sponsorship Chair must:
 - 2.1.1. Contact the relevant portfolio holder regarding the details of the signed agreement pertaining to their events.
 - 2.1.2. Ensure the event coordinator/creator is informed of their responsibilities as they relate to sponsorship
 - 2.1.3. Communicate feedback from sponsors to events coordinators/creators and portfolio holders in order to improve the event and sponsor satisfaction.

3. Budgeting for Sponsorship Revenue

- 3.1. Information about sponsorship revenue for specific events will be released to event coordinators at the Executive's discretion.

