



MEMO

From the office of the...

AVP Finance

TO: Members of the Executive Board
FROM: Jess Anderson, AVP Finance
SUBJECT: EB Report for Sponsorship and Donations
DATE: October 28, 2019

Dear members of EB,

On Monday, October 7th the Sponsorship and Donations Committee met to review various applications that we received throughout the month of September. We were able to both reach quorum and a mutual decision. In this deliberation, the decision was as follows:

1. \$600 sponsorship to McMaster Model UN (MacMUN) (\$300 towards delegate sponsoring, and match \$300 towards event as outlined in their sponsorship package. With this sponsorship the MSU will gain access to the Gold Level Sponsorship package which includes: a medium logo in the delegate book & on their website, Included in social media posts, and 2 endorsement videos.
2. \$250 donation to Sydney Hussett-Richardson from Black Space McMaster to purchase supplies for feminine hygiene kits that will be donated to Willow's Place, a housing alternative for women experiencing homelessness or precarious housing.
3. \$250 donation to Jovelle Reid from Black Space McMaster to fund having a guest speaker from Black in Canada come and give a talk at McMaster about their experiences around the topic to students.
4. \$250 in kind sponsorship (Printing at the Underground) to the International Women's and Children's Health Conference (IWCH) to help cover the costs of printing their pamphlets. The MSU will be acknowledged and thanked at the opening addresses of the conference, have our logo advertised on their website, and have our logo in the conference pamphlets that are distributed at the event.
5. \$250 in kind sponsorship (Printing at the Underground) to TEDxMcMasterU to help alleviate the costs associated with printing materials. With this sponsorship the MSU will gain access to; brand exposure through their digital marketing channels i.e. Twitter, Instagram, Facebook, LinkedIn, their website, their online program, and features in emails. Additionally, we will receive advertising space in their program guide and a slide recognition.
6. \$80 Sponsorship for Psynapse to receive their Platinum level tier of sponsorship. This includes: a full-page ad in their printed journal, Extra Large size sponsorship logo on the back cover and "Sponsored by [Sponsor]" preface on the front cover.

7. \$250 donation to Sammie Dhillon, to aid in their travel to Chile as one of the 6 youth selected to attend alongside the Prime Minister to represent Canada at the Asia-Pacific Economic Corporation (APEC) Summit.

This is the fourth time this year that the Sponsorship and Donations Committee is making a recommendation to the Executive Board and the sum of these recommendations is \$1930. As such, should the recommendation be approved the fund will now sit at \$3770 to be used throughout the remainder of the year.

I am available to answer any questions that you might have.

Thank you,
Jess Anderson

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