**2021-2022 Club Sponsorship Guidelines**

The Kellogg Corporate Engagement (CE) team offers resources and best practices for speaker and sponsor engagement by providing industry connection and strategic support that elevate the Kellogg brand.

|  |  |
| --- | --- |
| **Quick Reference Guide** | **Page** |
| How We Partner with You | [1](#Partner) |
| Sponsorship Best Practices | [1](#BP) |
| Club Events and Sponsorship Eligibility | [2](#Eligibility) |
| Confirming a Date | [2](#Date) |
| Sponsorship Process – Committed Sponsors | [2](#Sponsors) |
| Reminders | [3](#Reminders) |
| Online Resources | [3](#Online) |
| Important Contacts | [3](#Contacts) |

**How we Partner with You**

* Share company interests and align students with unique opportunities
* Resource for sponsorship strategy and best practices
* Streamline sponsorship asks to companies and connect with corporate POC
* Invoice companies and track payments

**Sponsorship Best practices**

* **Plan & Organize:** We recommend that outreach begin in June for support of fall events. A member of the CE team would be happy to meet and discuss your strategy, budget, and sponsorship plan.
* **Leverage Connections:** When developing a list of potential sponsors, utilize personal networks, recruiters, alumni, and past organizers of your activity – targeting companies that would most benefit from engagement with your members.
* **Engage:**Email sponsor request to companies. Offer to set-up a call to discuss opportunity further including the benefits to the company in participating.
* **Confirm:**Share sponsors confirmation with CE to submit invoice (refer to [Sponsorship Process](#Sponsors))
* **Drive Content:** Club should drive program content. This may include articulating educational needs or subject matter that is relevant to company and student community.
* **Promote**: Sponsor recognition should be exclusive to the event and event promotion. CP can assist with templates and best practices with sponsor benefits to align across all clubs. Standard benefits include a speaker, logo placement, and event promotion in the club newsletter and/or on Slack.
* **Deliver:** Ensure all promised benefits are executed and your club creates a positive experience for students and sponsors.
* **Feedback:**Following the event, it is good practice to solicit feedback from both the company and students.
* **Thank:** Send personalized thank you to companies as well as any event highlights.

**Club Events and Sponsorship Eligibility**

* Corporate sponsorship is reserved for professional and cultural clubs. Non-academic clubs (social, sport) are not permitted to solicit sponsorship.
* Sponsorship is standardized across clubs at **$1,000/event.**
* Club sponsorship is event based (i.e. sponsor of a Lunch and Learn, etc.). A company is not able to sponsor a club generally.
* Program content with clubs should be **educational.** Career related events (jobs, career paths, corporate culture, etc.) should be coordinated with the [CMC](mailto:cmc@kellogg.northwestern.edu).
* Purely social activities are not eligible for sponsorship.
* Companies can sponsor/participate in **up to (2)** company specific events per quarter across all clubs. Clubs can schedule **up to (3)** events per week. This includes both corporate and non-corporate events.

**Confirming a Date**

* Check the [Campus Groups Calendar](https://kellogg.campusgroups.com) for potential conflicts; these can negatively affect your attendance and therefore your sponsor’s satisfaction. Also, please see the [Key Dates/How Companies Can Engage Kellogg Students Documents](https://www.kellogg.northwestern.edu/serial/clubs-events/club-resources/soliciting-sponsorship.aspx)
* Partner with other clubs to ensure a large audience for a high-level speaker.

**Sponsorship Process – Committed Sponsors**

* **Company Agrees to Sponsor:** [Email](mailto:Kellogg%20Corporate%20Engagement%20%3ccorporateengagement@kellogg.northwestern.edu%3e) CE with the below information to initiate an invoice:
  + Company Name & Address
  + Invoice Contact Name
  + Contact Email
  + Club/Conference Name
  + Event Name
  + Event Date
  + Sponsorship Amount
  + Other Clubs to Split Allocation?
* **Invoice Process:** CE will invoice company and cc student lead. If co-hosted by two clubs, please cc the club representative from the additional club.
  + Accepted Payment: Credit Card (Visa/Master/Discover AE), Check, Wire Transfer and ACH. Refer any invoice questions to CE.
  + Not-Accepted: Checks sent to your address or any credit card numbers personally accepted from the sponsors.
* **Payment:** CE will track payment, record and transfer funds into SOFO account as well as provide club with a status update in late winter/early spring.
  + The check will be sent to the CE office, so that it can be acknowledged by the University as a gift to the school. The check is first deposited into a University Gift Account and is transferred to the club’s account.
  + Please note that it may take a 2-3 weeks post receipt to see funds posted to the club’s SOFO account.
* Open Invoices: CP monitors the open invoices and sends invoice reminders to the companies in late spring/early summer. If you know that a club event or a conference sponsorship was cancelled and the sponsor will not be paying, please relay this information to CP.
* Please work with [Student Life](mailto:Jarvis%20Lorenzo%20Broom%20%3cjarvis.broom@kellogg.northwestern.edu%3e) on club spending guidelines as there are restrictions on both what the funding can be spent on as well as amount limits provided by Northwestern.

**Reminders**

* **Key Networking Dates**:
  + **July 4:** Clubs can begin adding event dates to Campus Groups.
  + **September 20**: First Year company-sponsored educational events without networking/attendance may begin.
  + **October 4**: Networking & attendance taking at events with first years may begin.
  + Second Year only events may begin at any time.
* **Avoid Scheduling Conflicts**: Check [Campus Groups](https://kellogg.campusgroups.com/home_login) for conflicts with other events of the same function and/or industry.
* **Confirmed Speaker:** Submit confirmed speaker information via our [web form](https://sites.northwestern.edu/ksmconferencesevents/welcome/speakers-bureau/confirmed-speaker-notification/).
* **Be a Good Host**! Please review [best practices](http://www.kellogg.northwestern.edu/serial/clubs-events/club-resources/soliciting-sponsorship.aspx) for hosting a company on campus or virtually if applicable. More resources on speaker events can be found on our [Inviting a Speaker](https://www.kellogg.northwestern.edu/serial/clubs-events/club-resources/inviting-a-speaker.aspx) webpage.

**Online Resources**

* Serial: [Club Sponsorship Resources](https://www.kellogg.northwestern.edu/serial/clubs-events/club-resources/soliciting-sponsorship.aspx)

Related Resources:

* + - Corporate Engagement Sponsorship Guidelines
    - Club Sponsorship Email & Proposal (Lunch & Learn)
    - Student Training PowerPoint Deck
    - Key Dates
    - How Companies Can Engage Kellogg Students

**Questions? Important Contacts**

* **Corporate Engagement:** [corporateengagement@kellogg.northwestern.edu](mailto:corporatepartnerships@kellogg.northwestern.edu)
* **Career Management Center:** [cmc@kellogg.northwestern.edu](mailto:cmc@kellogg.northwestern.edu)
* **Questions about your SOFO Account?** [sweta.adhikari@kellogg.northwestern.edu](mailto:sweta.adhikari@kellogg.northwestern.edu)