

2020-2021 Club Sponsorship Guidelines

The Kellogg Corporate Partnerships (CP) team facilitates the flow of real-world issues, insights and solutions between industry and the Kellogg community. For student clubs and conferences, CP is a resource for sponsorship best practices as well as helps to actualize sponsorship goals.

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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:** Make sure to connect with CP before you begin sponsorship outreach to discuss your strategy, budget, and sponsorship plan. We recommend that outreach begin in June for support of fall events.
- **Strategize:** When developing a list of potential sponsors, utilize personal network, 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 CP to submit invoice (refer to [Sponsorship Process](#))
- **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.
- **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.

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CLUB EVENTS AND SPONSORSHIP ELIGIBILITY

- Sponsorship is standardized across clubs at \$1,000/event.
- Club sponsorship is event based. A company may not 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](#).
- Social activities are not permitted to solicit companies for sponsorship.
- Companies can sponsor/participate in up to (2) company specific events per quarter across all clubs. Clubs should not schedule more than (3) events per week. This includes both corporate and non-corporate events.

CONFIRMING A DATE

- Check the [Campus Groups Calendar](#) for potential conflicts; these can negatively affect your attendance. Also, please see the [Key Dates/Guide for Company Presence on Campus](#) for further information.
- Partner with other clubs to ensure a large audience for a high-level speaker.

SPONSORSHIP PROCESS – COMMITTED SPONSORS

- **Company Agrees to Sponsor:** Contact CP 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:** CP 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 CP.
 - Not-Accepted: Checks sent to your address or any credit card numbers personally accepted from the sponsors.
- **Payment:** CP will track payment, record and transfer funds into SOFO account as well as provide club with quarterly status updates.
 - The check will be sent to the CP 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 few weeks to see funds posted to the club's SOFO account.
 - Open Invoices: CP monitors the open invoices and sends invoice reminders to the companies at the beginning of each quarter. 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.

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REMINDERS

- **Key Networking Dates:**
 - **July 4:** Clubs can begin adding confirmed event dates to Campus Groups.
 - **September 28:** First Year company-sponsored educational events without networking/attendance may begin.
 - **October 12:** 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](#) for conflicts with other events of the same function and/or industry.
- **Confirmed Speaker:** Notify the Speaker's Bureau of [confirmed speakers](#).
- **Be a Good Host!** Please review [best practices](#) for hosting company or on campus, or [virtually](#) if applicable.

QUESTIONS? IMPORTANT CONTACTS

- **Corporate Partnerships:** corporatepartnerships@kellogg.northwestern.edu
- **Speaker's Bureau:** speakernotice@kellogg.northwestern.edu
- **Career Management Center:** cmc@kellogg.northwestern.edu
- **Questions about your SOFO Account?** jenna.honeywell@kellogg.northwestern.edu