**University of Toronto**

**2018 Pillar Sponsorship proposal form**

Please complete all five sections below.

**SECTION 1: Submission contact information**

Division/Faculty/College:

Name of Applicant:

Title:

Phone Number:

Email:

Additional contact name *(if applicable):*

Additional contact role:

Additional contact email:

How did you hear about the Pillar Sponsorship Program?

* Alumni Relations Office:
* Office of Student Life:
* Faculty member:
* Other U of T staff member:
* U of T Student:
* Colleague/friend:
* Other:

Has this program received Pillar funding in the past? **Yes**  **No**

* If so please specify the years:

My *Summary Report* for 2017 Sponsorship Funding is included or previously submitted.

*Please note that your 2017 report needs to be submitted before 2018 funding can be approved.*

**Yes**  **No**

CC/CFC (internal account info):

Cheque payee info, if internal account does not exist:

* Please ensure you provide the exact spelling of the payee’s name (who the cheque is payable to otherwise the cheque cannot be cashed).

**SECTION 2: OVERVIEW OF INITIATIVE/PROGRAM/EVENT**

**Project name:**

**Description:** Describe the initiative and how sponsorship funding would impact your program.

Please include your goals/objectives in the description.

**Purpose/impact:** How will your event/initiative impact the U of T alumni and/or student experience?

**Target Audience:** Describe the key audience for your program. How will you engage them within your program?

**Attendance rates:** List the total number of people expected to attend/engage with your initiative

< 100

100+

250+

500+

**Attendance demographic and engagement profile** – estimates are acceptable

|  |  |  |  |
| --- | --- | --- | --- |
|  | Alumni | Students | Other (please specify): |
| % of total attendees | *For example: 40%* | *For example: 60%* |  |
| Role(s)/capacity | *ex. Volunteers, event attendees, planning committee* | *ex. Planning committee, event attendees* |  |

**SECTION 3: SPONSORSHIP REQUEST**

**Sponsorship Partner Requested\*:** (select one) *–* please see the section on *Sponsorship Criteria* on

page 3 of the *Call for Proposals* document

\*The requested sponsor may differ than the sponsor designated to proposals which are approved.

**Fit:** Describe how your initiative supports and/or aligns with the criteria and values specifically outlined by your preferred sponsor.

**Sponsorship amount requested:**

< $3,000

$3,000 +

$5,000+

$10,000+

**SECTION 4: TIMELINE AND BUDGET**

Provide a timeline of your program and your expected budget, including a rationale for how sponsorship funds will be used.

**SECTION 5: MARKETING OPPORTUNITIES FOR THE SPONSOR**

The section below asks for information about how you will provide the sponsor with marketing and communication opportunities to promote their product to the U of T community. Please describe what promotional elements you will be able to provide the sponsor in each section below. We encourage applicants to be as detailed and precise as possible in their descriptions. You are not limited to providing answers to these questions alone and you may expand the information to include other activities within each element.

In improve your application, please reference the quantity, frequency, scope, and relevance of your marketing and communications activities and channels as they relate to each of the Elements 1 – 6.

**Element 1: Online Presence Yes**  **No**

*Web presence*

* *Will you provide online web advertising for your sponsor? If so how many hits do you expect?*
* *What will be the nature of your online promotions?*
* *Will you provide a link to your website from other sites?*

*Social Media presence*

* *Will you advertise your event on social media (Twitter, Facebook, and Instagram)?*
* *How many followers? Are you willing to tag your sponsors in your Social Media posts?*
* *Give examples of the type social media posts you have used.*

**Element 2:** **Brand recognition and promotion Yes**  **No**

*Signage*

* *Will there be signage for your program?*
* *Where will the sponsor’s logo appear?*
* *Will there be any verbal recognition or remarks at the events?*

*Prize packages*

* *Will prizes be given out at events?*
* *How many prizes will sponsors have an opportunity to supply and/or present?*
* *Will giveaways be requested from the sponsor? If so, please indicate the quantity of the items you will need in total.*

**Element 3: Data Tracking Yes**  **No**

* *Will you provide a way to track who attended, such as registration and attendance lists, or a demographic summary?*
* *Will you track website hits, social media engagement, number of alumni or students engaged, VIP engagement (U of T and/or sponsor organization), and a list of the promotional activities actually carried out?*

*Summary Report*

* *You will be required to submit a follow-up summary report after your event/program/initiate is complete. This report will be used to provide the sponsor with information about the promotional opportunities your program provided.* A report template will be provided to all 2018 funding recipients at a later date.

**Element 4:** **Sponsor engagement opportunities Yes**  **No**

*Interface and VIP opportunities*

* *Can the sponsor personally interact with alumni, staff, faculty, or VIPs? If yes, how?*
* *What would be the benefit of them attending?*
* *Will any VIP engagement opportunities be available to the sponsor?*
* *Can you host volunteers from the sponsor organization? How can sponsors participate (not just attend)?*

**Element 5: Print and Promotional Materials Yes**  **No**

* *Will you provide opportunities to distribute, posters, printed materials, etc.*
* *Will there be opportunities to feature your sponsor in an alumni newsletter or other materials?*

**Element 6:** **Participant Narratives Yes**  **No**

* *Will there be opportunities to communicate the impact on alumni and students participating in the program/initiative/event? Please describe your potential communication channels and the intended audience(s).*

**Supplementary info**

*Include examples of media/posters/videos you have created in the past, if applicable (if you have already submitted with your previous year’s report, there is no need to re-submit).*

**End of entry**