

VII. STANDING COMMITTEES

A. Academic and Student Affairs Committee

In Joint Session with

B. Finance, Audit and Facilities Committee

Integrated Sponsorship Initiative

For information only.

Strategy for Comprehensive Marketing Sponsorships

Board of Regents
Thursday, May 3, 2012

The Goal and Process

Determine if the University of Washington should pursue the formalization of a centrally coordinated, integrated sponsorship marketing effort.

Why explore this?

- Allows UW to set universal guidelines and standards
- Maximizes revenue for the UW in difficult budget times
- Provides a valuable resource to units that increases efficiency and revenue
- Strengthens our corporate partnerships

Over the past year conducted a university wide exploration to understand the current landscape at the UW and develop recommendations.

Corporate Partnerships at the UW

Marketing

- Corporate Partnership funds provided to support programs or events in exchange for marketing value.

Gifts

- Corporate Partnership support offered without expectation of promotional or marketing value.

R&D

- Corporate Partnership funds provided for the purpose conducting research and development activity at the UW.

Vendor/Supplier

- Corporation that supplies goods or services to the UW through a paid vendor relationship without expectation of promotional marketing value.

Note: Sponsorship Marketing does not include building naming rights.

Corporate Sponsors Currently at UW *(non-athletic)*



Recommended Strategies

Approved by President Young

1. Organize current sponsorship marketing activity.
2. Explore small number of major integrated sponsorship marketing partnerships.

Strategic Priorities

- Better manage current sponsorship activity
- Generate revenue
- Align with world-class companies whose values match the UW
- Deliver great value for the UW community - especially students
- Operate with transparency, equity, flexibility, innovation
- Support units with specialized sponsorship expertise

Sponsorship Office

Hire permanent sponsorship marketing team and build infrastructure as needed

- Report into External Affairs University Marketing group
- Director, Manager and Coordinator/Admin as needed
- To be funded by allocation of sponsorship activities
- Organize Taskforce and lead Advisory Committee
- Implement operational plan and create coordinated campus packages in targeted areas
- Longer term develop additional collaborative sponsorship opportunities

Current Activities

Asset Distribution and Ownership Principles approved by President and Provost

Sponsorship Advisory Committee

Primary role: create policy guideline recommendations for sponsorship marketing at the UW.

Status: Meetings over the next year (on-going)

Sponsorship Task Force

Primary role: Provide leadership in securing the first three key cross campus partnerships in the categories of non-alcoholic beverages, coffee and tea, and technology.

Status: Meetings over the next 6-12 months

Questions?

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