

THE MSS SPONSORSHIP POLICY

SECTION 1 - SPONSORSHIPS

- 1.1 When the allotted budget doesn't account for an Executive's financial needs, external funding may be obtained through sponsorships from outside parties.
- 1.2 The Vice-President External is responsible for overseeing all correspondences involved in obtaining sponsorships. In this way, they serve as the point of contact between sponsors and the MSS for all sponsorship-related communications.

SECTION 2 - RESPONSIBILITY

- 2.1 Periphery Executive may hire (a) Sponsorship Coordinator(s) to be on their executive team to assist in managing the sponsorship processes.
 - 2.1.1 The VP External should be consulted during the hiring process of the Sponsorship Coordinator regarding the division of responsibilities and working dynamic.
 - 2.1.2 The Sponsorship Coordinator will consult with the VP External throughout the sponsorship obtaining process; all sponsorship materials must be approved by the VP External.

SECTION 3 - SPONSORSHIP PACKAGES

- 3.1 A Sponsorship Package is a document presented to potential sponsors. Its purpose is to communicate the benefits of sponsoring an MSS event or service through outlining sponsorship tiers.
 - 3.1.1 Sponsorship tiers serve to offer varying benefits to the sponsor based on the monetary value of their sponsorship.
 - 3.1.2 The sponsorship tiers may vary between sponsors and events. They will be determined by the VP External, and Sponsorship Coordinator where applicable.
 - 3.1.3 Each Sponsorship Package will contain a minimum of three (3) Tiers.

- 3.2 The layout of the Sponsorship Package will be designed by the VP External. The Sponsorship Coordinator(s) are responsible for following this format unless approved to do otherwise by the VP External.
- 3.3 The Sponsorship Package must contain information regarding the type of sponsorship being requested (i.e. monetary or other), as well as logistics of the event; this includes the time, date, and location of the event.

SECTION 4 - SPONSORSHIP REQUESTS

- 4.1 When sponsorship is needed for an event, a sponsorship request form must be filled out and submitted to the VP External.
- 4.2 Requests must be submitted to the VP External at least four (4) months prior to the event.

SECTION 5 - MSS SPONSORSHIP

- 5.1 The MSS may also sponsor events run by other organizations. Each year, the VP Finance is responsible for creating a sponsorship budget within the annual MSS budget in discussion with the VP External.
- 5.2 The MSS requires the following information in order to evaluate potential sponsorship recipients: event date, time, location, description, target audience, and projected outreach, as well as a description of the organization running the event.