



**WAYNE STATE UNIVERSITY
ALUMNI ASSOCIATION**

**ALUMNI ENGAGEMENT
SPONSORSHIP PROGRAM
GUIDELINES & APPLICATION
2016/2017**

ALUMNI ENGAGEMENT SPONSORSHIP PROGRAM



The Alumni Engagement Sponsorship Program provides limited funding and marketing support from the Wayne State University Alumni Association (WSUAA) and the Office of Alumni Relations (OAR) for events and programs planned and managed by WSU schools, colleges, units, and student organizations.

Application Review Criteria

Applications will be reviewed during the first five (5) business days of every month. Notification of application status will be provided within seven (7) business days of review.

Applications will be considered based on the following criteria:

1. Likely effectiveness in reaching a broad cross-section of alumni, or in reaching a strategically targeted segment of the WSU alumni population;
2. Degree to which there is collaboration potential/plans with other units;
3. Degree to which current students are part of the programming;
4. Extent to which an alumni relations staff member was consulted and/or supports the funding request;
5. Degree to which the Alumni Engagement Sponsorship funds will supplement other university and/or outside funds.

**Each application will be reviewed and considered on its own merit.
All award decisions are final and made at the discretion of the WSUAA.**

ALUMNI ENGAGEMENT SPONSORSHIP PROGRAM



Program Guidelines

- No more than two (2) Alumni Engagement Sponsorship applications will be reviewed from an applicant during a rolling 12-month period.
- Alumni Engagement Sponsorship awards to any one (1) applicant will not exceed \$1,000 in any 12-month period.
- Sponsorship awards will not be granted for events or purposes that have commercial benefit to the applicants, organizers, or attendees.
- Alumni Engagement Sponsorship awards are fulfilled within 30 days of the applicant's event/program. If selected events/programs are cancelled for any reason, any awarded funds must be returned to the WSU Alumni Association. Awarded funds may not be used to support other events, programs, or activities.
- A representative of the WSUAA Board and/or a staff member of the Office of Alumni Relations will be offered the opportunity to attend and speak briefly at the event/program.
- Sponsorship award recipients agree to list the Wayne State University Alumni Association (WSUAA) as an official "co-sponsor" of the event or program. All marketing materials will include the WSUAA's name and logo; and these materials will be sent to Annessa Carlisle (acarlisle@wayne.edu) for WSUAA approval in advance of printing or public release.
- Sponsorship award recipients agree to maintain and share with OAR an event attendance, program participation, and alumni volunteer participant list. This information will be forwarded to Joye Clark (joye.clark@wayne.edu) no later than five (5) business days after the event.

The event attendance list, program participation, and/or alumni volunteer participant list should include at least first and last name, degree information, a preferred phone number contact, and a non-WSU email address for participants. Failure to adhere to the list submission timeline may impact an applicant's future sponsorship requests.

- A post-event/program report outlining total costs and initial event/program outcomes must be submitted to Cyndi Scheidel (cscheidel@wayne.edu) no later than two (2) weeks from the date of the event/program for Alumni Association records. Failure to adhere to this requirement may impact an applicant's future sponsorship requests.

No awards will be offered between June 16 and August 4, 2017.

Submit to the Office of Alumni Relations – Tierney Alumni House - 5510 Woodward Ave, Detroit, MI 48202

ALUMNI ENGAGEMENT SPONSORSHIP PROGRAM APPLICATION



Your Name: _____

Your Title: _____

Group Affiliation: _____

Your Address: _____

Your Preferred E-mail Address: _____

Your Preferred Phone Number: _____

Event/Program Title: _____

Event Location: _____

Event Purpose:

Target Audience: _____

Event Plan:

Desired Outcome:

Digital Component:

Total Event/Program Budget: _____ Index # (if known) _____

Other Funding Sources: _____

Alumni Association Representative's Role:

ALUMNI ENGAGEMENT SPONSORSHIP PROGRAM APPLICATION



Please provide a statement elaborating on the application review criteria.

1. Explain the likely effectiveness in reaching a broad cross-section of alumni, or in reaching a strategically targeted segment of the WSU alumni population.
2. Describe the degree to which there is collaboration potential with other units.
3. Describe the degree to which current students are part of the programming.
4. Explain the extent to which an alumni relations staff member was consulted and/or supports the funding request, if applicable.
5. Explain the degree to which the Alumni Engagement Sponsorship funds will supplement other university and/or outside funds.

*Alumni Engagement Sponsorship awards are fulfilled **within 30 days of the applicant's event/program**. If selected events/programs are cancelled for any reason, any awarded funds must be returned to the WSU Alumni Association. Awarded funds may not be used to support other events, programs, or activities.*

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