

Call to Order – 2:42 pm August 19, 2014|MBC 2290

1. Roll Call of Attendance

Committee Composition

Vice President Student Life (MSO *pro tem*) (*chair*) Kayode Fatoba
Board of Directors Member Jeremy Pearce
Board of Directors Member Rebecca Langmead
Student At-Large Kevin Kumar
Student At-Large Lukas Grajauskas
Student At-Large Baqar Hassan

Society Staff

General Office Coordinator Rena Hood-Lundrie
Student Union Outreach Worker Katie Mai

Guests

Board of Directors Member Darwin Binesh
Board of Directors Member Deepak Sharma
Member Arjan Mundy

Regrets

Board of Directors Member Katie Bell

Absent

Board of Directors Member Shadnam Khan
Councilor Michelle Baillet
Councilor Bianca Ng
Student At-Large Stephanie Munez

2. Adoption of the Agenda

MOTION ECOM 2014-08-19:01

Pearce

Be it resolved to adopt the agenda as presented

CARRIED

3. Ratification of Regrets

MOTION ECOM 2014-08-19:02

Pearce

Be it resolved to ratify regrets from:

Board of Directors Member Katie Bell

CARRIED

4. Updates

a. Welcome Back Pub Night

DJs secured: Timeline (headliner), Moiez, and there will be 2 more DJs that have not been decided yet. VP Student Life is looking into inviting a hip-hop DJ to incorporate different genres for the event. The other DJ may be an SFU pub resident DJ – Adam Potvin or Kaleb.

The equipment has been booked and came out to cost less than what was budgeted. Equipment includes smoke machines, LED bars, speakers and CD players.

This is a free event for the first 200 students and then tickets will be \$5/each.

Organizers will talk to Pub Manager John Flipse regarding drink specials.

Doodle will be sent out for volunteer sign-ups for that night. Please invite friends to the event page and attend if possible.

Suggested that the organizers partner with the Fall Kickoff marketing team to create a package deal, for example, students who purchase concert tickets will receive a pub night ticket as well.

Action item: Kevin Kumar, Jeremy Pearce, and Baqar Hassan will explore ways in which Concert ticket sales can be tied in with Pub Night ticket sales.

b. Volunteer Proposal Developments

Still working on a proposal to develop a system in recruiting volunteers.

VP Student Life will talk to Executive Director Colleen Knox about how to involve staff, and Communications Coordinator Stijn Daenans about how to create a means of signing up on the SFSS website.

5. Discussion

a. Sponsorship Package Development

There are two perspectives in doing this: the EPCOM can go out and seek sponsors on behalf of the SFSS for the student groups, and/or can train the groups themselves to go out and seek sponsors on their own.

Developing a package with a focus on sponsorship and branding. The purpose is to help student groups brand themselves, as it is easier for groups to seek sponsors if they have a brand. The branding workshop can teach groups who don't have logo and a brand to develop one to give a professional sense.

Planning to develop a workshop series on sponsorship and branding. This way, students who are interested in branding their club and/or DSU, but not in sponsorship, can attend one or the other.

Strike a WG to explore logistics of putting it together.

MOTION ECOM 2014-08-19:03

Pearce

Be it resolved to strike a Working Group to work on the sponsorship package development: General Office Coordinator Rena Hood-Lundrie, VP External Relations Darwin Binesh, Student Union Organiser Antonio Daling, VP Student Life Kayode Fatoba, and At-Large Representative Jeremy Pearce.

Working group will look into inviting experienced student facilitators, for example, from CAC, SMA, and business clubs. This would give an opportunity for some of the membership to make some money if a student is hired from approximately \$150.

This will be a standing item with bi-weekly updates.

CARRIED

b. Promotions of Board Event

Looking to develop a system to better promote Board events.

Suggested inviting Communications office staff to the next meeting in order to continue this conversation. Conversation tabled to next meeting.

c. TedxSFU Developments

Adjusted sponsorship proposal from TedxSFU: Gold level sponsorship: requesting \$2000 in monetary sponsorship, \$500 in in-kind sponsorship, \$500 in promotion services, and will receive 6 tickets, a 3rd rank logo on the TedxSFU website, recognition wall, and at the conference. Silver level sponsorship: \$1500 in monetary sponsorship, \$500 in in-kind sponsorship, and will receive 4 tickets, a 4th rank logo on the TedxSFU website, virtual wall, and at the conference.

Concern raised around the lack of information, including the number of SFSS members who are attending, who is speaking, etc.

Concern raised around the off-campus location. Responded that last year, it was held on campus but became difficult to work with the University because the event conflicted with SFU Open House. The off-campus location for this year's event is urban and transportation friendly. Also, this year it is being held on Nov 1 instead of Sept 23 to allow increased exposure to SFU students. There will be a strong presence at clubs days and WoW.

Last year, SFSS sponsored the pub and the after-party dinner, and FBS lunch.

Suggested that the SFSS should be in favor of sponsorship only if a certain number of tickets were reserved for SFU students.

Concern raised around not optimizing student money if funds are being put into this event without having the ticket price subsidized for students. Students don't benefit from the SFSS sponsoring a prestigious event; students benefit from free or cheaper tickets. If they like TedxSFU, they can attend anyway because there is no subsidy for SFSS members regardless.

Action item: Deepak Sharma will inform TedxSFU that the EPCOM is not interested in sponsorship. However, the SFSS would potentially be interested in in-kind donations in terms of social media and Clubs Days promotion.

6. Old Business

a. AQ Tabling

MOTION ECOM 2014-08-19:04

Pearce

Be it resolved to book the first Wednesday of each month for an SFSS table in the Academic Quadrangle.

CARRIED

b. Athletic Road Trip

MOTION ECOM 2014-08-19:05

Pearce

Be it resolved to approve up to \$2,120 for the Athletics Road Trip Event.

Game: Central Washington Game in Bethel, Washington.

Have two formal quotes for bus prices: One for a 54-person bus, one for a 56-person bus. Prices are very similar.

With the border line-up, travel time will be about 3 hours. This is a very popular event in the past with many attendees. There will be at least 2-3 buses worth of students who are willing to pay and attend.

Will have 2-3 weeks to promote the event as it is not taking place until Sept 27th. Bus paths can be adjusted accordingly to pick up students at different campuses (Surrey, Burnaby, Vancouver).

Suggested subsidizing half the cost and selling \$10/head.

Question raised around liability. Responded that each bus company comes with liability insurance while on the bus, but that does not cover students when they are not on the road. Jeremy Pearce and General Office Coordinator Rena Hood-Lundrie will submit an inquiry to the insurance company.

CARRIED

7. New Business

a. Summer Committee Report

MOTION ECOM 2014-08-19:06

Pearce/Amended Langmead

Be it resolved to task the EPCOM to draft a report to bring to the Events and Promotions Committee for approval at the next meeting.

Committee members to submit a report with their feedback of the EPCOM's progress over the Summer semester (one or two pages from each member).

MOTION AMENDED

Committee members will draft and VP Student Life will consolidate. Please send before next week's (Aug 26) meeting.

CARRIED

b. Fall Student Union Networking Event

IATSU President approached FCAT Representative about the possibility of organizing a DSU Executive Networking Event to give student unions the opportunity to meet other department representatives and potentially partner up for future events.

Name: Student Union Eat and Greet

Potential Date: Before the first Council meeting of the Fall

Invited: All DSU, FSU, and Constituency Group executives, Board of Director members, associated staff members (Council resource staff, Student Union Resource Office staff)

Expected attendance: 47 active student unions and constituency groups x 5 executives from each group = ~235 students

Event activities: Food and drink, guest speaker (possibly Board member), icebreaker activities (i.e. speed dating, bingo, etc.)

Student Union Outreach Assistant will return with a SMART template next week.

8. Attachments

Sponsorship Proposal Document.docx

Fall Tabling Schedule Document.docx

9. Adjournment 3:30pm

KM /CUPE 3338

SFSS Consolidated Sponsorship Package

Sponsorship Summary:

This document highlights the potential industries we would be able to target for sponsorship opportunities on behalf of the organization for our clubs DSU's and constituency groups. While it does not take away from clubs or DSU to actively acquire their own leads, the hope of this initiative is to add to the resources we're able to provide and allow us to pool our capabilities together to help alleviate some of the burdens of the membership.

Below is a letter from another Student Society who are looking to connect all societies so that we can further enhance our capabilities towards opportunities such as airline discounts, hotel discounts and much more.

Letter from **President 2014-2015**

University of Alberta Students' Union on potential Sponsorship interest:

Dear Student Leaders,

When I sat on our Student Group Granting Committee last year, I noticed that grants towards conferences were often less favourable due to the high cost per student. Since then, I have been thinking about the possibility of attaining student discounts with a specific airline or hotel chain.

This has been reinforced by my recent trip out to the Okanagan, where I stayed at a diverse range of hotels. I *wish* I could have showed my student ID for a discount. And ya, the wine was great ;)

The vision I have in mind is to bring together the market share of post-secondary students across the country via our unions and associations, and put out a Request for Proposal (RFP) to the various airlines and hotel chains, asking for a proposed discount if we were to actively promote them and the associated deal through our established communication channels at each institution, whether it be through Orientation, printed Handbooks, membership cards, etc.

Honestly, it really is a really simple idea that I thought might be worth trying. I'm sending out this email to seek your interest. If you think this is something that might be worthwhile offering to your student body, please respond with **1) who might be the point person from your organization, and 2) the number of students that your organization represents**. This will help strengthen the RFP to show the market that they may be able to effectively reach.

Hope to hear from you soon,

William Lau

President 2014-2015

University of Alberta Students' Union

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"In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists." - Eric Hoffer

Request for Proposal (RFP)

Reasons for sponsoring the SFSS

- Social Media reaches more than 6000+ active student population
- Direct access, connection, and exposure to a market of 40,000 students
- Influence to a diverse range of clubs, departments and groups
- Direct access to international student demography
- Brand promotions
- Event promotions
- Promote sale and support of product
- consolidated group purchase

Reasons for securing sponsors

- Frosh is slowly become a campus wide event with similar purchases that can be obtained at a cheaper more effective price
- General influence of the Student Society a greater influence than most clubs
- Interest of companies to invest in student community and population
- Direct influence to student population than SFU
- Able to raffle free items to students(concert tickets, gift cards, e.t.c)
- Secure cheap airline tickets, hotel discounts and greater organization influence within the city and beyond
- Promote a increased student life experience for membership by discounting/reducing the burden of trying to enjoy Vancouver as students who potentially have their own dept.

Ideal industries

- Textiles/Fashion(t-shirts, umbrellas, text books e.t.c)
- Entertainment Equipment(Speakers, Staging, lighting e.t.c)
- Hotels and Space (Room booking, Location bookings, Facility bookings)
- Concert or Events, Plays, Symphony(Free tickets, Advertising medium, Student Discounts, movie discounts)
- Restaurants(Student discounts, (Club Ilia is interested))
- Grocery Stores(Donated supplies, Fundraising, could benefit Advocacy, clubs, e.t.c)
- Transportation ("Flat rate discount" from major destinations| Airport to SFU, SFU to Harbourcenter e.t.c)
- Nightlife (Guestlist under SFSS, Free till 11 for SFU students e.t.c(a few clubs are already interested in the idea)

Sponsorship Levels

Platinum Level | From \$2500 and up (In Kind or 50% off)

- Your company/organization's name will appear on the General Sponsorship page dedicated to our Partners and Sponsors
- A sponsorship banner can be created with your logos and company/organization name which will appear during our club days event
- Within our social media, we could promote your company's event to drive traffic and student interest.
- Visibility by 40,000 student population
- Receive a tailored marketing in line with company's mission: Ice cream discounts, free ticket giveaways or business marketing
- Compiled list of key contacts
- You will receive a tax receipt
- Invitation to Appreciation event
- Videography credits
- Logo on specific printing supplies
- Company information will be placed on discount page
- Logo will be placed on organization brochure
- Discounts on SFSS services
- Featured in video showcase

Gold Level | From \$1500 to \$2500 (In Kind or 30% off)

- Your company's logo and information will appear on our website
- It will be communicated to students through our social media updates
- We will be utilize your company as the primary consumer choice
- Identified opportunities for your company/organization
- You will receive a tax receipt
- Opportunity to advertise products within our community
- Company information will be placed on discount page
- Logo will be placed on organization brochure
- Discounts on SFSS services

Silver Level | From 750 to \$1,000 (In kind or 15% off)

- Your company/organization's name will appear in the Resource Guide, which will be distributed
- Logo on t-shirts and potential sponsor locations
- Sponsorship will be communicated to students
- Company information will be placed on discount page
- Logo will be placed on organization brochure

- Discounts on SFSS services

Bronze Sponsorship \$250 to \$500 (In Kind or 10%off)

- Included in Organization Report
- logo on brochure
- communicated to students
- visibility on social media
- You will receive a tax receipt

Fall Tabling Schedule Proposal

Summary:

In the Events and Promotions committee interested in potentially booking tables in the AQ to promote the visibility of the SFSS and it's initiatives and engage the membership on an array of activities I've developed this scheduling proposal by way of confirming committee's interest.

Mission:

To maximize SFSS output regarding volunteer opportunities, campaigns, events, and services offered.

Motion: Be it resolved to task the VP Student Life to create a schedule with 4 dates in Fall 2014 where the SFSS could book a table in the AQ and use it as a channel to promote SFSS initiatives

Schedule Proposal

September	October	November	December
First Mondays	First Mondays	First Mondays	First Mondays
Every other Mondays	Every other Mondays	Every other Mondays	Every other Mondays
First Wednesdays	First Wednesdays	First Wednesdays	First Wednesdays
Every Tuesday	Every Tuesday	Every Tuesday	Every Tuesday

<p>Pros:</p> <ul style="list-style-type: none"> Fits the 4 dates required by the committee. Easy scheduling Allows Adhoc booking to occur. <p>Cons</p> <ul style="list-style-type: none"> Not all events featured Volunteer capabilities not optimized limited outreach time 	<p>Pros:</p> <ul style="list-style-type: none"> Fits the 8 dates for semester Easy scheduling and addition of new volunteers Allows integration of potential events increased visibility <p>Cons</p> <ul style="list-style-type: none"> more than requested number takes time from work Might need added attention 	<p>Pros:</p> <ul style="list-style-type: none"> Mid-week Gives time to get items in table and prepare still promotes and in line with committee requirements <p>Cons</p> <ul style="list-style-type: none"> Not all events featured Volunteer capabilities not optimized limited outreach time 	<p>Pros:</p> <ul style="list-style-type: none"> Fits the 16 dates for maximum exposure Allows for guerilla marketing and aggressive promotions Allows ticket sales for weekly events and calender from Highland Pub Integrates society into routine program <p>Cons</p> <ul style="list-style-type: none"> Too much SFSS syndrome Takes up resource from clubs and DSUs becomes redundant given clubs, DSU's and committees already booking table for specific initiatives.
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