UW Sponsorship Advisory Committee

Goals
Provide on-going guidance and support for current and future sponsorship marketing activities at the UW.

Objectives
Establish a comprehensive sponsorship marketing policy and associated guidelines for the UW.

Responsibilities
- Establish sponsorship marketing policy and guidelines for the UW and review and update as needed
- Oversee decisions about assets and benefits the UW is willing to provide to sponsorship partners and associated boundaries
- Oversee the alignment of sponsors and sponsorships with the overall mission, integrity and goals of the UW
- Oversee creation of support system for units who engage in sponsorship
- Make recommendations about how best to track and measure successes
- Serve and represent units and/or constituency in decision making
- Responsible for communication between unit and University Marketing/Sponsorship Office to achieve a successful sponsorship marketing program

Meeting Frequency
Monthly for the first year; quarterly in subsequent years.

Executive Sponsors
- Ana Mari Cauce, Provost
- Randy Hodgins, VP External Affairs

Member Representation from:
- ASUW
- Attorney General’s Office
- Deans’ Representative
- External Affairs
- ICA
- Facilities Use Committee & Student Life
- Faculty Senate Representative
- First Year Programs/University Academic Affairs
- GPSS
- Procurement
- Trademarks & Licensing
- University Marketing
- UWAA
- UWTV
- UW Bothell
- UW Tacoma
- UW Medicine