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

<table>
<thead>
<tr>
<th>Corporate Partnership Type</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Marketing</strong></td>
<td>- Corporate Partnership funds provided to support programs or events in exchange for marketing value.</td>
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<tr>
<td><strong>Gifts</strong></td>
<td>- Corporate Partnership support offered without expectation of promotional or marketing value.</td>
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<tr>
<td><strong>R&amp;D</strong></td>
<td>- Corporate Partnership funds provided for the purpose conducting research and development activity at the UW.</td>
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<tr>
<td><strong>Vendor/Supplier</strong></td>
<td>- Corporation that supplies goods or services to the UW through a paid vendor relationship without expectation of promotional marketing value.</td>
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**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
- Long 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?

For more information contact:

Randy Hodgins
Vice President, External Affairs
rhodgins@uw.edu

Key Nuttall
Assistant Vice President, University Marketing
keyn@uw.edu