UW Sponsorship Task Force

Goals:
Provide leadership in securing the first three key sponsorships in the categories of non-alcoholic beverages, coffee and tea, and technology.

Objectives:
- Increase revenue generated from partnerships
- Achieve efficiency of scale by negotiating together as a group
- Provide value to the UW community
- Strengthen partnerships

Responsibilities:
- Support the execution of three key partnerships
- Represent key constituents on campus regarding values and assets included from the UW
- Liaise with units to develop consensus and access support and resources from units as needed
- Oversee Request for Proposals (if required)
- Oversee professional third party valuation of proposed sponsorship agreements
- Make recommendations on agreements
- Involvement in preliminary policy recommendations for sponsorship marketing
- Collect information on all current activities in all proposed categories in units
- Be aware of peer sponsorship marketing efforts
- Approve contract fulfillment schedule

Meeting Frequency:
Monthly, with additional meetings as needed

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

Member Representation from:
- Advancement
- Attorney General’s Office
- Budget Office
- External Affairs
- Finance & Facilities
- ICA
- Student Life
- UWAA
- UW IT
- UW Medicine
- UW Real Estate