

Guidelines for Sponsoring Events

2016-07-06

The following are guidelines to use when sponsoring or participating in an event:

1. Nature of events
 - a. The UASG is keen to participate in events that attract our principle target audience:
 - i. Developers and System Architects
 - ii. CIOs and other Senior IT managers
 - b. Events should generally be technical in nature.
 - c. Attendance at an event should at least 100 people who can amplify to an audience of 500.
2. Securing Sponsorship Benefits
 - a. We will want a dedicated speaking slot
 - b. We may want a space in an exhibition hall. If we do, we need to provide appropriate signage and material. We also need to ensure that we have a commitment for the space to have someone present.
 - c. We may want to be able to insert materials into satchels. If we do, we need to provide appropriate quantities of materials to the organizers in a timely fashion.
 - d. We may want branding in general collateral materials. If we do, we need to provide a quality logo in a timely manner. We will also need to provide information about the UASG and/or the Speaker for inclusion into the program.
3. Speakers
 - a. We must ensure that we have a capable and briefed speaker to represent the UASG at the event.
 - b. We must either provide or at least review the materials to be presented.
 - c. We must get the speaker's background and skills aligned with the audience
 - d. We must get the speaker to commit to continued engagement with the audience leading up to the event and for at least three months after the event.
 - e. We must have profiles and photos of the speakers.
4. Promotion
 - a. Besides the promotion by the organisers that may be part of a sponsorship arrangement, we should also promote the speaker and topic within the local trade media. *This should be done in cooperation with the event organisers.*
5. Partnerships
 - a. The UASG should be keen to work with like-minded partners who may also be at the event.
6. Where the UASG is providing financial sponsorship, we must get our procurement papers in order early. These include:
 - a. Vendor Set up Form
 - b. IRS Form



- c. Evil of Access Form
- d. Non-Disclosure Form
- e. Conflict of Interest Form
- f. Statement of Work
- g. Purchase Order

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