The Corporate Partnerships (CP) Department advises and supports student clubs and conferences with their corporate sponsorship and speaker solicitations. CP is knowledgeable on the school’s overall relationships with companies, and facilitates connections for companies throughout the school (with faculty, CMC, Executive Education, Experiential Learning, etc.)

**Sponsorship Guidelines:** Corporate sponsorship can be raised for events and activities that provide an academic and intellectual gain, benefit the entire Kellogg community, or share a cultural experience that enhances the overall educational experience. Sponsorship is a gift to Kellogg and companies receive tax credit for these gifts. It is important to be good stewards of gifts.

* Club events can be sponsored at $1000 per event. Levels have been established to be fair and equitable to companies across all eligible clubs. A company cannot sponsor a club generally.
* Sponsorship cannot be raised for travel to, entrance fees or prize money for case competitions (both internal and external).
* Corporate solicitation packages and company lists must be reviewed by your CP contact in advance of outreach. We suggest beginning outreach 4-5 months in advance of your event.
* Standard benefits of club sponsorship are the ability to send a speaker, logo placement on marketing materials and company recognition at event.
* Keep CP in the loop on your confirmations. CP manages the invoicing process, sends regular reminders on outstanding invoices, and updates club leaders on invoice statuses.
* It is a club’s decision to seek sponsorship. As an alternative, clubs can ask a company to arrange lunch for their event. Please be consistent in your sponsorship approach.

**Speaker Outreach:** All speaker outreach must be pre-approved by Corporate Partnerships. Plan ahead as securing speakers is a lengthy process, particularly for high profile speakers and if your first choice is not available. Once speakers are confirmed, be sure to be a good host – providing logistic details in advance of their visit, a speaker buddy while they are on campus, a gift as they depart and a thank you note following the event.

* Meet with your CP contact to review your plans and develop a timeline for the year. We suggest beginning outreach 4-5 months in advance of your event.
* Please be mindful of speaker audience expectations when assessing fit for your event.
* Keep CP in the loop on your confirmations.
* Assign a “speaker buddy” who will coordinate logistics for the speaker’s visit (directions to campus, parking – more details available from Office of student life).
* Determine who will introduce the speaker, close the event, and escort the speaker.
* Confirm AV needs – presentation, room set-up (podium, chairs in front of classroom).
* Gifts (provided by CP- see below)
* Partner with other clubs to ensure a large audience for a high level speaker.
* Clubs cannot pay honorariums for speakers.

**Speaker Notice:**

* Corporate Partnerships coordinates thank you emails to guest speakers from the dean’s office. Please fill in speaker information when entering your event into Kellogg Groups under the ***“What”***section, click ***+Add Speaker***. CP will use the information entered to facilitate a TY note.
* Once you submit this information, you can pick up a gift for the speaker from the Office of StudentLife.