

UNIVERSITY of HOUSTON

OFFICE OF THE PROVOST Global Initiatives

MULTICULTURAL EVENT SPONSORSHIP PROPOSAL

Summary

UH Global, Global Initiatives will provide sponsorship for up to three campus or community events each year. Interested groups can submit a sponsorship proposal requesting one of the designated levels of sponsorship. Proposals will be evaluated based on the criteria below and should clearly demonstrate how the event will benefit the University of Houston. Proposal submission and consideration does not guarantee sponsorship. Groups can only submit a proposal one-time and sponsorship will be on a one-time basis even if an event is a reoccurring or rotating event.

Criteria

Interested groups seeking sponsorship should consider the following evaluation criteria:

- The event has a clear global, cross-cultural, or multicultural theme
- The event is value adding to UH students, staff, and/or faculty as the target audience.

Levels of Sponsorship

Funds will be given in amounts of \$200, \$300, or \$400 depending on the participation level of the event:

- Level 1: 50 or less attendees – \$200
- Level 2: 51-150 attendees – \$300
- Level 3: 150 or more attendees – \$400

Submission Guidelines

For event sponsorship consideration, interested groups must submit the included coversheet and a written proposal electronically to uhglobal@uh.edu. Proposals should be submitted at least two months prior to the scheduled event for consideration.

The written proposal must clearly outline the following:

- The date, time, and location of the event
- The scope of the event
- The expected reach/audience of the event
- The reasonable expected participation level of the event
- The need for funding and/or expected use of funds
- Please include a copy of the event flyer or promotional material (if applicable)

Notification of Sponsorship

Sponsored groups will receive electronic notification of sponsorship. Which must be signed and returned to UH Global prior to the disbursement of any funds. The sponsored group will also need to submit an invoice with a cost center number in order for the funds to be processed.

Terms and Conditions

By accepting the funds, UH reserves the right to include the event in its marketing or promotional efforts including but not limited to: shooting photos or video footage; conducting interviews during the event; distribution of tchotchkes or sale of merchandise; request the UH logo be used during the event; and request that UH be mentioned during promotional efforts for the event. Consideration will be given to the type of event and any special requests necessary to carry-out its specific purpose. If the event is canceled and/or rescheduled, notification to UH Global is required. If the event is cancelled, funding must be returned.

**Multicultural Event Sponsorship Proposal Coversheet located on the next page.*

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MULTICULTURAL EVENT SPONSORSHIP PROPOSAL COVERSHEET

Event: _____

Organization/Group: _____

Main Contact Name: _____

Email Address: _____

Phone Number: _____

Funding Amount Requested: \$ _____

To be completed upon notification of approved sponsorship:

Signature: _____ Date: _____ (UH Global)

Signature: _____ Date: _____ (Sponsored Group)