



MEMO

From the office of the...
AVP (Finance)

TO: Members of the Executive Board
FROM: Maheera Choudhury, AVP Finance
SUBJECT: EB Report for Sponsorship and Donations
DATE: October 31st, 2024

Dear Executive Board,

Please view the recommendations below!

\$500 Sponsorship for McMaster World Congress.

The McMaster World Congress is an in-person, two-day conference, taking place on February 6th and 7th, 2025 in CIBC Hall. The conference event will focus on the theme "Professional Designations: Learning to be a Pro" bringing together over 3000+ students who are eager to learn from industry leaders about the value and impact of professional designations in various fields. Sponsorships and Donations Committee is looking to sponsor the event with a \$500 contribution as a Tier 4 sponsor. This includes shoutouts during the opening and closing ceremonies, logo placement on the website and event guides, networking opportunities and branding on pre-event.

\$150 Sponsorship for MSA Ruh Revival:

Ruh Revival is a once-monthly podcast featuring guest speakers on topics inspired by Mac MSA's 10 directorships. The SponDon committee is looking to sponsor \$150 for recognition on social media and email channels, logo in pre-release digital marketing (posts, reels/shorts, and logo/ name in their pre-release print advertising).

\$500 to McMaster Hindu Students Association:

For their upcoming Diwali formal event on Nov 16, Sponsorships and Donations Committee is looking to sponsor the event with a \$500 contribution as a Silver sponsor. This sponsorship includes a Company/brand mention on social media posts, shoutouts during the event as a Silver Level Sponsor and advertisement on their Eventbrite page, and on the DJ LED screen throughout the entirety of the event.

\$100 Donation to Kerry Yang

To support Kerry's financial investment needed to publish her research and share it with the broader scientific community, SponDon is looking to donate \$100. This amount would alleviate the burden to recognize the work that's been put into the paper and help break down barriers for students looking to contribute to academia.

\$550 Sponsorship to McMaster ALS Society, Students in support of the Canadian Red Cross, UNHCR, and Cancer Society

Four MSU clubs are collaborating to host a Coffeehouse event on Nov 7th, and Spondon is looking to give them a \$550 sponsorship for their gold tier. This event aims to bring McMaster students together to share experiences, especially those related to working with different population groups and offering support to those in need. This would include social media recognition, posters at the event itself, building long term relationships with four MSU ratified clubs, logo placement on social media flyers, mentions at the event, dedicated social media post and opportunity to have banners and physical presence at event.

The remaining balance of the funds after these approvals would be:

- \$7850 Sponsorship and Donations
- \$5000 In Youth Bursaries

If you have any questions, please feel free to reach out.

Kind Regards,

Maheera Choudhury
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