



Funding/Sponsorship Guidelines Northwestern Alumni Association

The Northwestern Alumni Association has created funding guidelines to assist the NAA staff and Board in evaluating requests from students and faculty seeking funding for events and projects. These guidelines are meant to provide consistency in the types of activities the NAA funds to ensure that the NAA's strategic goals are being met.

These guidelines will assist not only NAA staff, but other NAA-affiliated clubs and constituency organizations in handling requests from Northwestern-affiliated organizations.

Strategy:

NAA funds organizations that are aligned with the NAA mission and strategic goals. Priority in funding is made to organizations or events focused on outreach to alumni. The average funding request is \$500.

Northwestern-affiliated organizations seeking funding must be recognized by one of the "recognizing" bodies on campus: Office of Student Affairs, Associated Student Government, University Housing Office, University Chaplain's Office or the Northwestern Alumni Association.



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The NAA does not fund requests from individuals, parties or social gatherings which do not meet the above strategic goals, intramural or athletic events which do not meet the above strategic goals.

Entitlements:

In order to advance the NAA brand, certain entitlements shall be sought, where appropriate in return for the sponsorship or grant. These entitlements include, but are not limited to:

- NAA banner and/or signage at event
- NAA logo in all advertising (Daily Northwestern) and/or promotional materials
- NAA product table at event
- NAA speaking role at the event
- Complimentary ad in program booklet
- Recognition (verbal or written) of NAA involvement at the event.

Procedure:

All requests shall be submitted in writing no later than two months prior to the event. Requests should include the following information:

- mission/purpose of the event
- date/time/location of the event
- target audience of event
- brief history of the event
- list of other sponsors of event
- budget summary of the event
- publicity plan on how the group plans to advance the NAA brand at the event
- dollar amount requested

Application Deadline:



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- For Fall Quarter: June 27, 2008
- For Winter Quarter: November 28, 2008
- For Spring Quarter: February 27, 2009

Funding requests should be sent to Katie Wesner, Assistant Director of Student Services for the Northwestern Alumni Association at katie-wesner@northwestern.edu.