



Institute for Global Engagement Office of the Provost

MULTICULTURAL EVENT SPONSORSHIP PROPOSAL

UH's Institute for Global Engagement 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 once and sponsorship will be on a one-time basis even if an event is a recurring or rotating event. Groups requesting funds must be affiliated with a UH college or department to facilitate the transfer of funds from the Provost's Business Office.

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.

Sponsorship Levels

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

- Level 1: 50 or fewer 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
- A copy of the event budget, detailing the expected use of MES funds
- The name of the affiliated college or department and a contact name and email address
- 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 the Institute for Global Engagement prior to the disbursement of any funds. At that time, the sponsored group will need to provide an invoice or invoices detailing the expense, as well as a Cost Center from the affiliate college or department.

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 the Institute for Global Engagement is required. If the event is cancelled, funding must be returned.

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



Institute for Global Engagement
Office of the Provost

MULTICULTURAL EVENT SPONSORSHIP PROPOSAL COVERSHEET

Event: _____

Organization/Group: _____

Main Contact Name: _____

Email Address: _____

Phone Number: _____

Funding Amount Requested: \$ _____

Affiliate College or Department: _____

Affiliate Contact Name & Email: _____

Description of event (attach 2nd sheet if necessary):

To be completed upon notification of approved sponsorship:

Signature: _____ Date: _____ (Institute for Global Engagement)

Signature: _____ Date: _____ (Sponsored Group)