

## The Student Life Multicultural Center Sponsorship Protocols

### Alonso Family Room

1. A **donation** of the Alonso Family Room (formerly the MCC Meeting Room) must be requested by organizations through a **collaboration** with an MCC full-time staff person. Such a donation represents MCC fiscal support of an event and **Multicultural Center sponsorship notation** applies as defined below.
2. Student organizations are *recommended* to reserve MCC space *through the Ohio Union reservation system*. This ensures two things: Ohio Union staff will be available to set up all necessary arrangements; Ohio Union event personnel can arrange alternative space elsewhere in the union, in the event of a space reservation change due to a Student Life priority event.

### In all cases of MCC Sponsorship – the following must occur:

1. **Marketing Sentence:** A sentence noting our sponsorship in all marketing materials associated with the event. The sentence would read, “**Co-sponsored by the Student Life Multicultural Center**” or, if the collaboration involves an off-campus partnership, the listing should read, “**Co-sponsored by the Student Life Multicultural Center at The Ohio State University.**”
2. **Name-line:** A name-line noting our sponsorship in all marketing materials associated with the event. The name-line would simply read, “**Student Life Multicultural Center**” placed in a list of sponsors.
3. **Logo:** The Multicultural Center logo placed in all marketing materials associated with the event. Logos for print-materials or web can be requested via our Marketing Specialist 614.688.8449.
4. **Verbal Mention:** If the Alonso Family Room has been donated for the event, please mention the “**Student Life Multicultural Center**” and the room donation as “**the Alonso Family Room**” during the welcoming remarks of your program.

### In cases of significant fiscal or personnel support – Multicultural Center Representation in one or more of the following ways is expected at events, depending on the program and percentage level of MCC financial sponsorship and/or staff resources.

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|--------------------|---|
| <b>Appx. 20%</b>   | Multicultural Center materials displayed at the event.  |
| <b>Appx. 40%</b>   | A representative from the Multicultural Center invited to attend the event.                         |
| <b>Appx. 60% +</b> | A representative from the Multicultural Center introduced at the event and permitted a few remarks. |

**NOTE: These are GUIDELINES only; individual sponsorships can be reviewed if needed to help determine appropriate level of Multicultural Center representation. If there are any questions, please contact the Marketing Specialist at 614.688.8449.**

Thank you!