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.

- Appx. 20% Multicultural Center materials displayed at the event.
- Appx. 40% A representative from the Multicultural Center invited to attend the event.
- Appx. 60% + 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!