



PRISMA

Marketing Partnership Program (2018 – 2019)
UC Prism Advertising (PRISMA)

v.5.1



**DRESS &
FOR SUCCESS**

Networking Night
Dinner Etiquette

Business Fashion Show
Building your Brand and Sales

NOVEMBER 27

Civic on Third (130 3 AVE S)



cuscalgary.ca





Introduction

The Marketing Partnership Program (MPP) is an initiative offered by UC Prism Advertising (Prisma). Founded in 2015, the goals of the MPP is to emphasize and increase awareness in the importance of student driven opportunities and events. Student Involvement in post secondary is important as it allow students to become engaged members of their community while expanding their network and develop essential leadership skill for their future careers. It is a fact that more engaged students experience a higher rate of institutional satisfaction. These are a few reasons why we strive to foster a more integrated, socialized, and committed community of students.

Being located in Calgary, we have also experienced firsthand how Calgarians were impacted by the current downturn and understand how costs can quickly undermine small businesses. This is why in 2017 we expanded our services to the local community to include small businesses and start-up companies.

The Prisma team has been providing free marketing services for three years, and we are completely unique by offering services like our MPP program. We hold ethical marketing at our core and will contribute in protecting the integrity of organizations and individuals. We are here to provide support for your organization, and the successes of your future initiatives are our main priority.

Complying with the conditions outlined in this program, we primarily offer support in design, social media plans, videography, and event photography. We often expand outside these scopes to provide a variety of services and adapt to the unique needs of each organization. Organizations that comply with the Prisma MPP are committed to support Prisma's Non-Profit organization, events, and initiatives. Organizations are restricted from using other marketing suppliers outside of their internal portfolios (or organization) when Prisma marketing is available. Violation of the terms and conditions in this package can result in the refusal of support and/or termination of the Marketing Partnership Program contract and services.



Why Let Us Do Your Marketing?

This is the fourth year of the Marketing Partnership Program. In our first year, we successfully represented the entire marketing portfolio of Haskayne Students' Association (HSA), The Haskayne Commerce Undergraduate Society (CUS), and Schulich Aero design; we have also assisted in marketing for The Real Estate Students' Association (RESA), International Business Students' Association (IBSA), and various other organizations within the Haskayne School of Business. In our second year, we expanded our services to provide to all University clubs to represent organizations like Fuse Collective, the Hip Hop Dance Club (HHDC), the U of C Solar Car Team, Alliances in Marketing (AIM), Accounting Students' Association (ASA), and more! Organizations that used our services for promotional marketing noticed an increase in attendance at events and were able to receive event photography coverage at a professional level that was otherwise not obtainable.

Over the past three years we have proved that our marketing techniques and strategies work, and this year we're coming back with a bigger team and a bigger vision.

We understand that by entrusting us with the responsibility of representing your organization and marketing material, we will also be reflecting your organizational image and organizational values. Which is why it is our first priority and commitment to always provide ethical marketing material for any organization under our Marketing Partnership Program. Ethical marketing means that we will not discriminate, marginalize, or use offensive subjects in our marketing material. We will always be honest, straightforward, and provide the best to fairly represent your organization.



Marketing Materials

Marketing materials will include (but not limited to) one or more of the following:

- Poster Design
- Banner Design
- Pamphlet Design
- Event/portrait photography
- Event Journalism
- Social Media Plans
- Social Media Content
- Merchandise Designs (clothing, hats, pens, etc.) *
- Advertisement assistance (putting up posters)*

*For other items, services, and special requests, please directly contact services@ucprisma.com

Please note that PrismA will **not** provide financial support for printing ads or purchasing of any related materials.



Client Responsibilities

Prisma reserves the right to refuse marketing aid if the aid requested is not given enough notice (further explained below) or if the marketing material is assumed to be a conflict of interest with Prisma.

Prisma will not provide financial support nor be responsible for the printing of ads or purchasing of any related material. The organization that requests posters or print material is responsible for obtaining proper approvals under their faculty/university and follow the University of Calgary/Mount Royal University guidelines (or other bodies as applicable); Prisma will not be responsible or held liable. Should usage of Prisma services be abused, misused or in a manner that Prisma does not advocate, Prisma holds the right to immediately terminate contracts and relations.

Support Requirements

- Having an organization representative attend any potential Prisma events
- Supporting and promoting Prisma events and initiatives
- Following Prisma on Social Media Outlets
- Liking and sharing our content (we will return the favour!)
- Providing Prisma officials (i.e. photographers) **free** entry to the event(s) covered. The expected number of event tickets is based on **expected** event capacity as outlined below:
 - o 1-99 attendees = 2 tickets
 - o 100-149 attendees = 3 tickets
 - o 150-300 attendees = 4 tickets
 - o 300+ attendees = negotiated
- Organizations are expected to give credit to the Prisma Team when using marketing materials (such as posters) for public purposes as applicable.
- Organizations who cut-off or alter marketing materials with our logo are in violation of the MPP requirements and will not receive further support.
- We ask that businesses sponsor Prisma which helps to further expand our club and allow us to assist more small business and clubs in the local community.



Requesting Support

For organizations to receive marketing support, they must submit requests in advance following the deadlines listed below. These deadlines are based on the type of marketing requested and do not take into consideration university or faculty approval (which is the responsibility of the client organization).

If the aid requested is not submitted by the deadline, support will still be considered but likely to be declined.

Please note that the deadlines below are rough guidelines. For a more accurate timeline estimate please contact a consultant at services@ucprisma.com. Although we try our best to complete projects within the projected timeline, delivery of creative material can be extended due to the time of the year, availability of talent, quantity of requests, and other unforeseeable events.

Event notice :	3 weeks in advance
Event photography/journalism coverage :	2 weeks in advance
Event poster creation* :	4 weeks in advance
Advertisement Assistance (putting up posters):	1.5 weeks in advance
Event social media marketing** :	3 weeks in advance
Social Media Plans :	3 weeks in advance
Social Media Content** :	1.5 weeks in advance
Pamphlets :	2 weeks in advance
Banners :	3 weeks in advance

*Poster creation: Organizations need to have their **entire** poster text written up by this deadline.

**Event Media Marketing/Social media content: Organizations are required to provide written guidelines that describe the details of the event or purpose of post.



Requesting Support (continued)

All details and text pertaining to the requested material must be submitted upon initial request of support through the personalized log-in link on our services page (ucprisma.com/services). Should details be omitted or submitted late this may alter the timeline and return of marketing material. Prisma allow clients one (1) text alteration after the initial submission of request. Please note that details or changes requested after the submission of the project has the possibility of being declined and responsibility for the alteration will be transferred to the client organization.

Event photography will be professionally edited and returned to the organization after 2 weeks from the event date unless otherwise requested. Rush returns will be considered but cannot be guaranteed. For best results in seated/formal events, event photographers request to be given optimal seating (ex. near the stage), as well as the freedom to roam. This allows us to deliver the best quality of work.

Event videography will be professionally edited to the organization's interests after 3 weeks from the event date unless otherwise indicated. Rush returns will be considered.

To request support as a university club or organization for the first time, please sign this document and submit a hard copy to Michael Taylor. Once the contact is received the organization will receive access to either the Marketing Support Request form OR receive a password for the "Request Support" section on our "Services" page (www.ucprisma.com/services).

Businesses looking to work with Prisma on the MPP may be asked to financially sponsor Prisma. Prisma reserves the right, to determine whether a potential client will be asked for a sponsorship.

If you are a small business or seeking a more detailed timeline estimate: please email services@ucprisma.com or contact Michael Taylor at Mike.prisma@gmail.com.



Repercussions

If the specified requirements and conditions are not followed, Prisma reserves the right to terminate support of any means for the specified organization.

Additional Information

If an organization wishes to withdraw from the Prisma MPP, marketing support offered by the Marketing Partnership Program will no longer be in effect. Prisma is not liable for any lost property and/or files and reserves the right to withhold marketing materials (photographs, videos, posters, etc). Prisma is not responsible for event set-up or takedown, or any other further tasks not specified in this document. Prisma reserves the right to refuse aid at any time if we do not have the capacity to provide the aid.



Agreement

TO BE FILLED OUT BY CLIENT:

I _____ (name), the _____ (position) representing the organization by the name of _____ (organization name) have read and agree to the terms and conditions outlined above in the UC Prism Advertising *Marketing Partnership Program, Fall 2018 – Winter 2019.*

Date Signed _____/_____/_____(dd/mm/yy)

Name (please print) _____

Signature _____

Name (please print) _____

Signature _____

If you would like to be provided with a copy of the document, or if you have questions or concerns, contact Mike at Mike.prisma@gmail.com. Once a signed document is received the organization will gain access to the password required to access the "Submit Request" section under "Services" on the PrismA website: <http://www.ucprisma.com/services/>

TO BE FILLED OUT BY A PRISMA REPRESENTATIVE:

Version number _____

Date Received _____/_____/_____(dd/mm/yy)

Name (please print) _____

Position _____

Signature _____