



PRISM ADVERTISING
FALL 2020 - WINTER 2021
MARKETING PARTNERSHIP PROGRAM

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Overview

The Marketing Partnership Program (MPP) is a University of Calgary community-based initiative offered by UC Prism Advertising (Prisma). Established in 2015, the goal of the MPP is to develop meaningful partnerships between students seeking industry-level experience and organizations in need of marketing and advertising services.

Extracurricular involvement is an important aspect of a student's post-secondary experience as it enables them to expand their personal and professional networks, become engaged members in their community, and develop essential leadership and career skills. These are just a few of the many reasons why we strive to foster a more inclusive, creative, and committed student community.

In light of the economic downturn of 2014 and the unprecedented economic impact of the Covid-19 pandemic, Prisma understands how quickly marketing costs can affect small businesses. This is why we made the decision in 2017 to expand our portfolio into small businesses and nonprofit organizations. This progressive expansion has allowed us to provide services to many great organizations free of cost while giving our members a chance to work on more complex client projects.

The Prisma team has been providing free marketing services for four years, and we are one of the only organizations within the University of Calgary community that offers such services. We hold ethical marketing at our core and will contribute to protecting the integrity of organizations and individuals.

In compliance with the conditions outlined in this program, we primarily offer support in digital and graphic design, social media strategy, and photography. In recent years we have developed a Consulting Group to expand our service offerings for clients looking for support outside the scope of our typical offerings.

Organizations that qualify for the Prisma MPP are asked to support Prisma's events and initiatives that contribute to our goal of providing students with an enhanced post-secondary experience. Violation of the terms and conditions outlined in this program can result in the refusal of support and/or the MPP contract and associated services.

Why Choose PrismA?

In the six years that we have offered the MPP we have seen tremendous growth in our client portfolio. Our first year of the MPP saw us successfully representing the entire marketing portfolio of Haskayne Students' Association (HSA), the Haskayne Commerce Undergraduate Society (CUS), and the Schulich Aero Design Club. We were also fortunate enough to provide marketing services for other Haskayne organizations in our first year, such as the Real Estate Students' Association (RESA) and the International Business Students' Association (IBSA). In our second year of operations we expanded our focus to offer services to all University of Calgary clubs. This expansion gave us the privilege to work alongside organizations like Fuse Collective, the Hip Hop Dance Club, the U of C Solar Car Team, and Alliances in Marketing (AIM). Organizations that used our services for promotional marketing noticed an increase in event attendance and were able to receive event photography coverage at a professional level that was otherwise not obtainable.

Over the past two years PrismA has attracted more small businesses and nonprofit organizations through the MPP, largely thanks to the aggressive expansion strategy headed by Christopher Nishiyama and Marc Seguin. Start-up businesses such as Celebrate Catering and Sozentech saw the value that our free services could provide for them without blowing up their budget, and nonprofits such as McMan Calgary and Volunteer YYC found a partnership that worked well with their current structure. In both cases we have been able to provide our marketing services to organizations outside the University of Calgary community which gives credibility to the talents of our team. They were kind enough to trust us with their professional level projects and they have yet to be disappointed. With the Covid-19 pandemic putting an ever increasing economic burden on small businesses and nonprofits, we anticipate even more client work outside of the University of Calgary community during the 2020/21 operating year.

We understand that by entrusting us with the responsibility of representing your organization and marketing material, we will also be reflecting upon your organizational image and values. Thus PrismA commits 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 our best effort to fairly represent your organization.

Marketing Materials

The Marketing Materials we provide include (but are not limited to) one or more of the following:

- Poster Design
- Banner Design
- Pamphlet Design
- Logo Design
- Graphic Design
- Social Media Plans
- Social Media Content
- Merchandise Design
- Consulting
- Event/Portrait Photography*

At PrismA we are always looking to the future, which is why we founded our Consulting Group. Our Consulting Group is a blend of members from various portfolios and disciplines that are usually assigned to our larger or more unconventional clients. If you have a request for marketing materials that lies outside of the scope we offer (as outlined above), the Consulting Group may have a solution for you. Please send an inquiry to services@ucprisma.com with a specific reference to our consulting services to book a meeting with our Consulting Group.

* Due to current circumstances and government restrictions in place due to the Covid-19 pandemic we are offering our photography services at a very limited capacity. Organizations interested in our photography services would need to ensure that their event complies with the most current municipal, provincial, and federal health and safety guidelines. Photography services will only be provided at the discretion of the assigned photographer. Should your event violate any health and safety guidelines or in the case of the Covid-19 pandemic worsening, our photography team reserves the right to cancel any photography services without any advanced notice.

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

Client Responsibilities

Prisma reserves the right to refuse marketing aid if the request is not provided with sufficient notice, lies beyond the range of Prisma's current capacity, or if the marketing material is assumed to be a conflict of interest with Prisma. Prisma will not provide any financial support, nor be held responsible for the printing of ads or purchasing of any related materials. The organization that requests print material, for physical or digital use, is responsible for obtaining proper approvals under their faculty/university while adhering to the University of Calgary/Mount Royal University guidelines (or other bodies as applicable); Prisma will not be responsible or held liable for any infractions committed by the client. Should usage of Prisma services be abused or misused Prisma holds the right to immediately terminate any contracts, agreements, and relations.

Organizations are expected to give credit to the Prisma Team when using marketing materials for public purposes. Organizations who cut-off or alter marketing materials with the Prisma logo are in violation of the MPP requirements and will not receive further support. While monetary sponsorships for for-profit businesses are optional, we ask that all organizations do their best to support Prisma events and initiatives. This includes but is not limited to liking and sharing Prisma social media content, attending events that are held or sponsored by Prisma (digital or in-person), and giving appropriate credit for Prisma marketing materials.

For organizations to receive marketing support, they must submit a request for service in advance following the deadlines listed in the Terms of Service section below. These deadlines are based on the type of marketing service requested and do not take university/faculty approval into consideration. If the request is not submitted by the established deadline the request may be completed but it will not adhere to standard turn-around times.

Terms of Service

In addition to the Client Responsibilities outlined above, organizations seeking marketing support must respect the following deadlines. Please note that the deadlines listed below are guidelines. For a more accurate estimate, please contact our Business Development team at services@ucprisma.com. Although we try our best to complete projects within the projected time frame, the delivery of creative material can be extended due to the time of the year, availability of talent, the quantity of requests, and other unforeseeable events.

The deadlines for PrismaA service requests are as follows:

| | |
|----------------------|--------------------|
| Poster Design | 3 weeks in advance |
| Banner Design | 3 weeks in advance |
| Pamphlet Design | 2 weeks in advance |
| Logo Design | 4 weeks in advance |
| Graphic Design | 3 weeks in advance |
| Social Media Plan | 3 weeks in advance |
| Social Media Content | 3 weeks in advance |
| Merchandise Design | 3 weeks in advance |
| Consulting | 1 week in advance |
| Photography | 3 weeks in advance |

PrismaA provides **two** drafts for all digital content: an initial draft based on information provided during the initial consultation and a final draft that incorporates one round of client feedback. Additional revisions will be considered as a new service request and will be subject to timelines and guidelines of a new request.

If the specific requirements and conditions outlined in this document are not adhered to, PrismaA reserves the right to terminate support of any means for the specified organization. If an organization wishes to withdraw from the MPP, marketing support offered by the PrismaA team will no longer be available. PrismaA is not liable for any lost property and/or files and reserves the right to withhold marketing materials (photographs, videos, posters, etc). PrismaA is not responsible for event set-up or take-down, or any other tasks not specified in this document. PrismaA reserves the right to refuse aid at any time if we do not have the capacity to complete the request.

Agreement

By signing the following agreement, you understand and consent to the Terms of Service and Client Responsibilities outlined in this document.

Client Agreement

I _____ (client name), the _____ (position/title) 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 2020 - Winter 2021 Edition)*.

Name _____ (please print)

Signature _____

Date _____ (mm/dd/yyyy)

If you have any questions or concerns, please contact Marc Seguin at services@ucprisma.com for more information. We greatly appreciate your organization's interest in Prism Advertising and we look forward to working with you.

Prisma Agreement

I _____ (name) acknowledge that the UC Prism Advertising *Marketing Partnership Program (Fall 2020 - Winter 2021 Edition)* was presented to _____ (client representative) of _____ (client organization) in full detail and an understanding between both parties (Prisma and the client organization) was agreed upon.

Name _____ (please print)

Signature _____

Date Received _____ (mm/dd/yyyy)

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