

## Event Sponsorship Guidelines University Libraries

University Libraries has sponsored many events this year which has been very positive for all of us. The events have been well received by both our **university and the greater Macomb Communities**. I want to encourage the sponsorship of such events but at the same time I want to provide you with guidelines for event sponsorship.

- Seek permission from the Dean. An Event Sponsorship Request Form will be available which includes responsible parties, how the event supports the libraries' strategic plan, budget, and other required resources.
- Coordinate Marketing through Jeffery Darensbourg
- Coordinate scheduling of rooms and equipment through Mary Day and Sandra McVey
- As the sponsor you are responsible for:
  - Planning
  - Implementation
  - Evaluation (Assess how the event met the goals of the event and the Libraries' Strategic Plan)
  - Clean-up of event materials
- If you need assistance from your colleagues, please be respectful not to ask for assistance beyond those of their primary responsibilities. If you need assistance from civil service employees that goes beyond their primary responsibilities, please contact their supervisor.