

SPONSORSHIP AND COLLABORATION POLICY



Consensus
MEDICINSKA FAKULTETENS
STUDENTKÅR

Assumed 2021-11-03

Background and purpose

Consensus focus shall always be on the organization's purpose. The core business is educational quality assurance, student welfare, and the student's work environment. Since the compulsory student union membership went through liquidation in 2010 has the recruitment of members and the content of the membership has been an increasingly important issue for Consensus to work with.

Collaboration with external partners is an important part of the work to continuously make the membership attractive and rich in content. An increased value of the membership can partly be conveyed by specific offers directed to the members or through financial financing that Consensus can build member benefits on.

This policy includes future corporations, between Consensus and external partners, to increase the content of membership either through membership benefits, financial financing, or a combination of both. The policy also includes aspects regarding Consensus' offer in return such as marketing and exposure towards members and students.

Collaborations can not be of a religious or party political character. Consensus is not allowed to cooperate with an external partner in the purpose to increase their sales of tobacco, alcohol, or gambling services to students. A collaboration shall neither be with external partners whose business conflicts with the fundamental values of Consensus, which is regulated through Consensus statutes, Consensus points of view, and other policies.

Agreement

In collaboration with external partners, an agreement shall be written. The agreement shall be clear and contain the commitments of both parties including price, time frame, and guidelines for potential renewals. Agreements that extend beyond the existing board's tenure shall be signed with extra caution.

Strategic partners

Consensus has several collaborations that are deemed to be extra valuable to protect. They are here called *Consensus' strategic partners*. These organizations do not follow the calculation model described below regarding specified expenses for marketing and exposure, instead, they have their unique collaboration agreements. The purpose is to promote the best possible cooperation with Consensus and the strategic partner. New collaboration agreements with an external organization can not be in conflict with the collaboration



agreements of these strategic partners. Extra caution should be taken before accepting a new collaboration with a partner within the same business as the strategic partners.

Strategic partners:

- Consensus' sections
- Region Östergötland
- Linköping University
- Kårservice AB
- Linköping's kommun
- Norrköping's kommun
- LinTek
- StuFF

Consensus' work shall always cherish the union's collaboration with these strategic partners. Including both preserving the areas we already have collaboration in as well as initiating internal work to develop, evaluate and improve Consensus collaboration with these partners. New strategic partners can only be decided by Consensus Council and require a renewal of this policy with suggestions from the board or a member.

Financial financing

Consensus collaboration with organizations outside these strategic partners needs to have clear guidelines since Consensus receives several requests and propositions from external organizations. The collaborations can include offers of member benefits, financing, or a combination. Different types are required to contribute with different amounts and specified in the chart, in which the number is the factor of multiplication with the base amount. The sum represents the total cost for the partner organization. The chart is based on coherence between different types of organizations Consensus core business. The purpose of the financing system is to make it as easy and objective as possible when answering and finding new sponsors and new areas of collaboration.

Member benefiting marketing means that the subject of marketing from the external partner in any way can be of benefit for Consensus' members and students. This includes for example job opportunities, association involvement, and different types of support functions. Member benefits do not include the distribution of advertising products, since these count as other types of financing. Assessment of organization type, member benefiting activity, and the total cost is made by the signatories in communication with the external partner. Uncertainties in future collaborations should be discussed by the Consensus board.



Multiplication factors

Type of organization	Member benefiting marketing	Other marketing
LUST-approved association	1	2
Other student associations	2	3
Non-profit organization	3	4
University-affiliated business	5	8
For-profit companies in Consensus' student's job markets	8	10
For-profit companies	12	15

Price base amount

Type of marketing	Time aspect	Price base amount
Logo on www.consensus.liu.se.	Price per year	2000 sek
Post on Instagram and Facebook	Is up for 7 days	1200 sek
Instagram story	Is up for 24 hours	500 sek
Advertisement in a newsletter	Published at the beginning of a month	1000 sek
Lecture at Campus US*	1–2 hours	2000 sek
Showcase-place at Campus US**	1–4 hours	1000 sek
Lunch-showcase at Café Örat***	Weekdays 12–13	500 sek

If agreed marketing does not fit in any of the categories in the charts shall the presidium decide which category is the most equivalent and price the marketing after it. Consensus' labor market fair, CARMA, or other large-scale events and fairs do not fall under the financing model.

* Consensus is responsible for booking local and invitation to the students. If the lecture is during lunchtime will the external partner be responsible to offer participating students lunch.

** Consensus is responsible for booking showcase-space and possibly bringing attention to the showcase from students.

*** Consensus is responsible for booking showcase-space and marketing towards students. Showcasing is only allowed between 12 to 1 p.m on weekdays.

**** LUST-approved associations do have both venue- and showcase booking privileges and therefore these points do not apply for those associations. Lunch showcase at Café Örat is also free for LUST-approved associations subject to availability. If a LUST-approved association wants Consensus to market, invite, or bring attention to a lecture or showcase is it for half the price of the described price base amount.

Member benefits as financing

An external partner can also offer member benefits directly to Consensus members in exchange for marketing and exposure without any other financing. To count as a member



benefit shall the product or discount be an attractive benefit for at least 50% of the members and the value of the benefit shall have a market value that reflects the cost for marketing in the above-mentioned sheet. If the benefit does not fulfill the value shall the difference be billed by Consensus. If a for-profit company wants to have a showcase space at Café Örat during lunch and give out advertisement products that are deemed attractive for Consensus members, the market value must be at least $10 \times 500 = 5000$ sek.

