Development – Marketing Committee
Joint Meeting
Corporate Giving/Sponsorship Discussion
Minutes
March 4, 2014

Attendance: Crystal Faulkner – Chair, Chad Summe, Woody Uible, Peg Valentine, John Frank Jr., Doug Bolton, Peter Albaugh, Shawn Kelly, Chris Habel, Justin Vanderglas (YP), Julie Heath, Adrijana Kowatsch, Jaclyn Smith and Lorrie Penner.

Welcome
Crystal Faulkner opened the meeting with introductions from all members present of the Development and Marketing Committees.
Justin Vanderglas advised he is the Young Professionals Council representative.

Discussion:

I. What can the Center offer to the companies we’d like to target

The committee first suggested that we must identify the “who” (potential companies that could consider corporate partnerships with ties to our mission) and the “what” (list of benefits that would be appealing to them). Approaching a Bank for a business partnership may be different than a pitch to another type of business for instance. There are six types of companies that have a “natural” connection to the Center’s work: banks, money management firms, insurance companies, accounting firms, legal firms (b/c of high # of EC trustees in legal profession).

Benefits have to have a tangible business benefit to a corporation. Purporting the business case for our mission (educated students, future clients and employees) is not enough.

Benefits to a sponsorship with the Center:
1. Help Banks (only) satisfy their CRA requirements
2. Employee engagement (way to connect with local schools).
3. Marketing / PR – branding programs with their logo (collatearal materials include brochures, workbook, curriculum, prizes, etc).
4. Positive Visibility via traditional media
5. Website exposure (FB, Twitter, Center’s blog).
6. Networking opportunities at events
7. (new) Business partner may write a guest article which appears in the Enquirer under Julie’s column.
8. (new) Bring business partner to UC to talk to students who are studying a subject related to their business.
9. (new) Provide a recruiting opportunity at UC for business partners
10. (new) Seminar which either does an update on the local economy or an update on their industry
11. (new) Combine the sponsorship with a research report. So, as an example, we have a business partner for $25k and they receive all of the above plus a study or report relative to their business or industry wide from the Center’s research team.
Recommendation:
For the Annual Award Luncheon, this committee recommended that the Center do the following:
1. Call to Action – “Is your school involved in our programs?”
2. Social Media – “Like us on Facebook” and connect with us on Twitter
   Twitter hash tag: ACTION ITEM – Jaclyn Smith to develop and implement.
3. Provide immediate follow up with those present.

Other Brainstorming ideas:
1. Forums that we put on or that we join in with – to engage business partners.
2. Celebration event “kick off” for TL2, which is also a fundraiser or sponsorship opportunity.
3. Special events for other programs, SMG and StEP to be used as fundraisers, and can kick off those programs.
4. Do a special training event or program for our business partner that focuses on their business interests.
5. Look into the Ohio 529 Plan to make connections to companies who provide those such as Vanguard, Fidelity
   and Blackrock. 529 is set up through the Ohio Board of Regents office.
6. Showcase of programs (or “Road Show”) – Identify top prospects for business partners and provide them
   with an overview of the Center and its programs.
7. Create a sponsorship package based on the Levels of sponsorship in the Annual Award Luncheon and
   increase the menu items of benefits to sell it as a 3 year commitment for $25,000.
8. Appeal to entrepreneurship groups (YPO))

ChangeLabs
Some discussion on the idea of going with ChangeLabs company to help the Center with an ask to large
corporations. Change Labs has a working model that has been successful in Australia & New Zealand and the
company is looking to do the same thing in the United States. The Center is the content and expertise in this
equation, while Change Labs acts as the packaging and conduit for funding from major corporations. Some
revenue from this venture would be generated for the Center. This concept is still in the research stage. The
Center’s task force is looking into this.

II. Best Local Examples of Programs receiving Corporate Sponsorship

Goering Center, Real Estate Center – they have an “advisory board” and “membership” model, which is a pay
to play model.
NK Chamber of Commerce - $2,500 membership. Gives members access to other businesses.
“Adopt-a-school” program
JA – they have a volunteer model
III. Next Steps
- Center staff generates a list of potential business partners.
- Center staff to put together:
  1. Options for business partnerships that include multi-year partnerships. Particular attention to what can we offer to business which may include our research team providing custom reports.
  2. Business partnership program with Levels (modeled after the Annual Award Luncheon sponsorship levels)
  3. Committee members to review Multi-year and Programs Levels and give Center Staff feedback.

The meeting was adjourned.

The next regular meeting of the Marketing Committee is April 14, 2014 at 2pm.
Location: Economics Center
           225 Calhoun Street, Room

The next regular meeting of the Development Committee is in June – date to be determined.

Mission: As a thought leader in the community, the Economics Center provides the knowledge building blocks for a stronger economy through education and research. Our student-based programs, interactive tools and professional development improve the economics and financial literacy of school children and young adults. Our research and consulting empowers business and civic leaders to make informed policy and economic development decisions.