SUS Corporate Relations Committee Meeting
June 29, 2017 | 7:00 PM | Abdul Ladha Rm #104

I. Attendance

Present: Thomas, Cathy, Grace, Karen, Haiger
Regrets: Regina

Introductions

Updates:
Grace – First Week sponsorship – focus on dessert places and volunteer t-shirts
Haiger & Karen – Rxn focus on catering, getting Wesbrook Village coupon books, general prizes

Everything is underway
- RXN sponsorship package has been made by Kristen
- Tip: Use package as calling guide!
- First week sponsorship package has also been made by Kristen

To send emails, please use:
Email: sponsorship@sus.ubc.ca
Password: 2017apples

Advice:
use the spreadsheet to keep track of sponsorship – please update frequently as to not spam/overlook
-use the email to see pass partnerships
-try to reply within 1-2 business days
-rejection is real: many companies will never reply
-calling is an effective way to be persistent
-be prepare for difficult emails, rejections

Create template email
- Analyze Damon’s excellent email
- Anatomy of a good email: acknowledge previous relations, briefly explain event, attached corporate relations package,
- email the night before, morning of on a business day for best results

-keep track of secured sponsors, make sure SUS upholds its end on a deal – ensure committee gets it done!

Special Projects: Textbook Market
Ladha serves as a venue for people to sell textbooks for a set price, will be totally non-profit with losses acceptable and expected during first trial.
Why? Guaranteed money
- Sell at competitive price vs. used book store/online groups
- Held during first week

Textbook list varies every year
Must be in usable condition

How to standardize prices
- Stalk facebook buy sell groups, set a little lower
- Sell and buy for the same price
- Sell at a lower price than we bought?

Courses
1st year (charge a lot less)
BIOL112 (new edition)
BIOL121
- Look at facebook group
- Look at bookstore price

PHYS 101
PHYS 117
PHYS 118
PSYC 101
PSYC102: different prof
ECON 101
STATS 200
BIOL 201
BIOL 200
CHEM 205
CHEM 233 (ask fyc edition)

Logistics
Start marketing in August, sell for first two weeks of September (not everyone buys until syllabus)

Option: in term 1, stock upon term 2 only books

July 13- external social! @Koerner’s after meeting – VP, AVP, Careers Co-chairs, sponsorship coordinators

Meeting Adjourned at 7:57