**Template for event sponsorship requests**

1. **Name(s) of requestor(s):**
2. **Please attach event prospectus if available, and provide any of the following information not included in prospectus: title, date, location, existing sponsorship, purpose and summary of event, and requested O’Brien contribution (cash and/or detailed O’Brien Institute human resource allocation).** (bullet points are acceptable throughout, and expand spaces as necessary)
3. **What is the accessibility of the event and cost of attendance for O’Brien members?**
4. **Outline your role in the event, and the role(s) of any other O’Brien Institute members**
5. [**What**](file:///\\hydrogen.med.ucalgary.ca\obrieninstitute\Finances\Event%20Sponsorships\What) **are the short- and long-term outputs and outcomes planned for the event, and how do these support the O’Brien Institute’s vision and mission**?
6. **Briefly explain how the event is of high quality** (in relation to scientific rigor, eminence of presenters, expected audience, etc):
7. **What elements of the event could be considered newsworthy or controversial?**
8. **What are the branding and profile-building elements offered to event sponsors?**
9. **If the event will offer national or international profile for the O’Brien Institute, including the potential of building/extending/maintaining national or international partnerships, please explain.**
10. **What is the estimated total budget, and what other partners will be contributing?**

NB:

* email completed form (and scanned prospectus) to [iph@ucalgary.ca](mailto:iph@ucalgary.ca)
* allow 3 weeks for processing
* outcomes reporting will be required for any O’Brien Institute event sponsorship (template available below)
* **plan to conduct a survey at or post-event to evaluate who attended and if your aim for the event was met**

****

**O’Brien Institute for Public Health event sponsorships – template for reports**

**If a generic report for event sponsors was created, please attach, and provide any of the following information not included in that report** (bullet points are acceptable throughout; expand spaces as necessary)**:**

|  |  |
| --- | --- |
| **Name(s) of Recipient(s):** |  |
| **Title of Event:** |  |
| **Date of Event:** |  |
| **O’Brien Funds Awarded and what where they spent on:** | **$**  **Spent on:** |
| **Total event costs and other sponsors:** |  |
| **Date of Report:** |  |

1. **Please provide the program/agenda for the event**
2. **Describe the purpose of the event and if the audience felt the aim was met:**
3. **Event attendance:**
   1. Total number of attendees and predominant affiliations, number of O’Brien Institute members, any international attendees, *etc*:
   2. Describe any virtual reach (online attendance on Adobe Connect/Facebook live, Twitter followers, *etc*):
4. **Products from event** (survey results, reports, publications, *etc*):
5. **Event coverage** (media citations and web links, *etc*)**:**
6. **Activities ensuing from event** (follow-up meetings external funding applications, partnership creation or maintenance, *etc; NB:* we are especially interested in outputs that may help build international partnerships and profile):
7. **Please provide any additional commentary on the benefits or unexpected consequences arising from the event:**