To support student groups in the development of special projects of a cultural, athletic or educational nature, the McGill Alumni Association (MAA) and University Advancement (UA) provide financial support in the form of sponsorships. Ranging from $250 to $750, the objective of the Student Sponsorship Program is to support student groups for projects that do not otherwise receive University funding and that promote outside-the-classroom student experiences and/or student-alumni engagement opportunities.

The MAA Student Sponsorship Committee reviews applications individually and assesses them according to the funding criteria outlined below. All applicants will be informed in writing of the results of their application. Funds will be disbursed approximately 10 to 15 business days after the decision has been rendered.

Funding will be granted based on the merit and volume of applications received in any application period, in accordance with the funding criteria and available financial resources. Submitting an application does not automatically guarantee that funds will be granted. In the interest of equity, preference will be given to requests for non-recurring sponsorships: i.e., for new or one-time initiatives.

**Funding Criteria:**

a) Student group members must be registered as full- or part-time students at McGill University.
b) The sponsored event, group or activity must be of a cultural, athletic or educational nature, with official affiliation to McGill University.
c) Projects must be student-run or for the benefit of McGill students in accordance with the Student Sponsorship Program objectives.
d) Appropriate recognition is required to highlight the contribution of the McGill Alumni Association, e.g., publication of the name and logo of the MAA in print or electronic documents/materials.
e) After project completion, a detailed report on the use of the funds is required (see the Post-Event Summary Report template provided). Any relevant content that can be used for cross-promotional purposes should be forwarded to the MAA (see Section 6 for guidelines).
f) Internal departments whose projects meet the above criteria are required to submit a completed application in accordance with the Student Sponsorship Program guidelines.

The MAA and University Advancement will not support events, groups or activities that:
- Request ongoing operating, debt reduction or out-of-province travel expenses;
- Are purely social in nature or that advance the interests of an individual endeavour;
- Favour religious, political or social advocacy organizations.

**How to apply:**
Applications are reviewed three (3) times per year and must be received by the deadline dates below. Please take note of the time frame in which events must take place in order for funding to be granted.

1. **August 1** (events taking place between September 1 and December 31)
2. **December 1** (events taking place between January 1 and April 30)
3. **April 1** (events taking place between May 1 and August 31)

The following documents must be submitted:
- A duly completed application form, including the payment information section
- A detailed budget, including a list of other sponsors involved and at their financial contribution.
Section 1: Applicant Information

Group/Club Name: _______________________________________

Recognized by: _______________________________________
e.g.: SSMU, Faculty of Arts

Name of Applicant: _______________________________________

Student ID: _______________________________________

Mailing Address: _______________________________________

Telephone: _______________________________________

Email Address: _______________________________________

Section 2: Payment Information

Payment Method
☐ Cheque ☐ FOAPAL

Please select preferred method

Cheque Payable to _______________________________________

Name on banking account

McGill FOAPAL#: _______________________________________

Section 3: Details of Funding Request

Name of Event/Initiative: _______________________________________

Date of Event/Initiative: _______________________________________

Location of Event: _______________________________________

Campus/Off-Campus

Applicant's Role in Event/Initiative: __________________________

Amount Requested: _______________________________________
**Section 4: Detailed Budget**

Please highlight the expense line item for which the sponsorship will support. In the case of a publication, please include circulation figures and provide a copy of the most recent issue.

<table>
<thead>
<tr>
<th>Revenues</th>
<th>$______________</th>
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<tbody>
<tr>
<td>Ticket Sales (price/ticket)</td>
<td>$______________</td>
</tr>
<tr>
<td>Sponsorship from other sources</td>
<td>$______________</td>
</tr>
<tr>
<td>Other</td>
<td>$______________</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>$______________</th>
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</thead>
<tbody>
<tr>
<td>Venue Rental</td>
<td>$______________</td>
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<tr>
<td>Audio Visual</td>
<td>$______________</td>
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<tr>
<td>Catering</td>
<td>$______________</td>
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<tr>
<td>Advertising</td>
<td>$______________</td>
</tr>
<tr>
<td>Other</td>
<td>$______________</td>
</tr>
</tbody>
</table>

Net Profit/Loss: $______________

**Section 5: Details of Event/Initiative**

**Target Audience:**  
*e.g.: club members, all McGill students, alumni etc.*

**Expected Attendance:**

**Date funding is needed:**

Please provide a letter of intent including: 1. Description of the project; 2. Objectives; and 3) Measures for evaluating outside-the-classroom student experiences and/or student-alumni engagement:
Section 6: Committee Details

Please provide a list of names and email addresses of all members involved in the organization of this project.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
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Section 7: Additional Assistance

Please let us know if your group needs any additional assistance from the McGill Alumni Association (such as Alumni experts, speakers, panelists etc.). Please detail the type of assistance that you will be requiring below:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Section 8: Post-Event requirements

After project completion, you are asked to submit any relevant content that was created for cross-promotional purposes in communications, print or electronic.

Acceptable content includes, but is not limited to, the following:

- A written summary of your project (approx. 300-500 words). This can include an overview of the project, a particular story that emerges, lessons learned, etc.
- Photos, Instagram posts, speaker presentations.
- Tweets (live-tweeting the event, speaker quotes, etc.)

In addition, you may be invited to make a short presentation to the Board of the McGill Alumni Association. This presentation should include a short summary of your initiative, what you learned about the topic and what future plans you have for your initiative.
# McGill Alumni Association Student Sponsorship Program

## Post-Event Summary Report

**Group/Club Name:** ______________________  
**Date:** ____________

**Project Name:** ________________________

**Location:** ________________________

**Coordinator:** ________________________  
**Contact:** ________________________

### Description:
- Attendance
- Program
- Venue, etc.

### Type of project
- Faculty specific: ____________
- Athletics
- Libraries
- Students’ Society
- Campus-wide
- Community
- Other: ____________

### Financial summary
- Total expenses: $ ____________
- Total revenues: $ ____________
- Profit/Loss: $ ____________

### How did the project meet its stated objectives?

### In your opinion, what aspects of the project were most successful?

### In your opinion, what aspects of your project could be improved in the future?
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please list any on-campus groups and/or Faculties you partnered with on this project.</td>
<td></td>
</tr>
<tr>
<td>How did you find the Student Sponsorship Program application process? Is there any additional support that the McGill Alumni Association could have provided?</td>
<td></td>
</tr>
<tr>
<td>Additional comments</td>
<td></td>
</tr>
</tbody>
</table>