

SPONSORSHIP AND COLLABORATION POLICY



Consensus
MEDICINSKA FAKULTETENS
STUDENTKÅR

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Background and purpose

The consensus focus should always be on the organization's purpose. The core activities are education monitoring, student social activities and the students' work environment.

However, after the abolition of the compulsory student union in 2010, member recruitment and the content of membership have become an increasingly important issue for Consensus to actively work with.

Collaboration with external parties will be an important part of the work to continuously make membership attractive and rich in content. The increased value can be conveyed partly through specific offers aimed at members and partly through financial financing that Consensus can then convert into member benefits.

This policy will address how Consensus can collaborate with external parties in various ways for increased member benefits through either member benefit, financial financing or a combination. It will also address aspects of what Consensus can offer in return in terms of marketing and exposure to members and students.

A collaboration must not be of a religious or party political nature. Consensus may not cooperate with an external party for the purpose of increasing its sales of addictive substances (nicotine, tobacco and alcohol) or gambling to students. Nor should cooperation take place with external parties whose activities conflict with Consensus' basic values that are regulated in statutes, opinion programs and other policies.

Agreement

In the case of collaborations with external parties, an agreement must be signed. The agreement must be clear and contain what commitments all parties take, at what price, timeframes for when the agreement expires and how any extension of the agreement is to take place. Contract periods that extend beyond the current board's operating year should be signed with extra care.

Strategic partners

Consensus has a number of collaborations that are considered extra worth protecting. These are referred to here as *Consensus strategic partners*. These organizations are not subject to the calculation model described below regarding specified costs for marketing and exposure, but may have their own unique collaboration agreements with the purpose of promoting the best possible collaboration with Consensus. No new collaboration agreement with an external organisation may be contradictory to the collaboration agreements with these strategic partners. Extra caution should also be adopted if a new collaboration concerns the same area of activity that our strategic partners operate in.



Strategic partners:

- Consensus sections
- Region Östergötland
- Linköping University
- Kårservice AB
- Linköpings Kommun
- Norrköpings kommun
- LinTek
- Stuff
- Region Jönköping County

Consensus' activities must always safeguard the association's collaboration with these strategic partners. It can be about preserving the areas we already collaborate in, but it can also be about initiating internal work to develop, evaluate and improve Consensus' collaboration with these parties. A decision on a new strategic partner can only be made by the Consensus Council when this policy is raised for revision on the proposal of the Board of Directors or a member.

Financial financing

Consensus' collaboration with organizations outside of these strategic partners must have clear guidelines as Consensus receives many requests and suggestions from external organizations. These organizations can either offer membership benefits, financial funding, or a combination. The cost for different types of organizations is calculated through a table where the figure describes the factor that should be multiplied by the different base amounts to sum up the total cost for each organization. The reason why different types of organizations have different types of quotas is that they are more or less interacting with Consensus' core business. The purpose of the funding system is to make it as easy and objective as possible to both respond to and search for sponsors and new areas of collaboration.

In *this table, member-promoting marketing* means that what is marketed by the external party can in some way be of benefit to Consensus members and students. This can include job opportunities, association involvement and various types of support functions. Membership promotion does not aim at the distribution of promotional products, but instead this is considered another type of financing. Assessment of the type of organization, member-promoting activity and total cost is made by the signatory in communication with the external party. If there are ambiguities, the board must discuss that particular collaboration jointly.



Multiplication factors

Type of organization	Marketing that is considered Membership promotion	Other marketing
LUST-approved association	1	2
Other student associations	2	3
Non-profit organizations	3	4
University-related activities	5	8
For-profit companies within Consensus students' labour markets	8	10
For-profit companies	12	15

Base amount

Type of marketing	Time aspect	Base amount
Logga på www.consensus.liu.se .	Price per year	2000 kr
Posts on Instagram and Facebook	Stays up for 7 days	1200 kr
Instagramstory	Stays up for 24 hours	500 kr
Advertisement in a newsletter	Published at the beginning of a month	1000 kr
Lecture at Campus US*	1-2 hours	2000 kr
Stand at Campus US**	1-4 hours	1000 kr
Lunch stand at Café Örat***	Weekdays 12–13.	500 kr

If an agreed marketing does not fit into any category, the Presidium shall evaluate which category is most equivalent and price the marketing according to this category. Consensus Labour Market Fair, CARMA, or similar large-scale events and fairs are also not covered by the financing model.

** Consensus is responsible for seat reservations and invitations to the students. If the lecture is held over lunchtime, the external party is obliged to offer participating students lunch.*

*** Consensus is responsible for seat booking and any visibility for the students. Consensus stands for booking and making the students visible. Assembly may only take place between 12 noon and 1 p.m. on weekdays.*

LUST-approved associations have both room and stand booking opportunities and these points therefore do not apply to these associations. The lunch stand at Café Örat is also free for LUST-approved associations, subject to availability. If you as a LUST-approved association want Consensus to market, invite or make visible a lecture or



stand, half the price of the described basic amount applies.



Member benefits as financing

An external party can also offer membership benefits directly to Consensus members in exchange for marketing and exposure without any other form of financing. To be counted as a membership benefit, the product or discount must be an attractive benefit for at least 50% of the members and the value of the benefit must have a market value that at least reflects the cost of marketing in the above table. If this is not achieved, the difference shall be invoiced by Consensus. If, for example, a for-profit company wants to stand at Café Örat during a lunch and hand out advertising products that are considered attractive to Consensus members, the market value of the distributed products must be at least $10 \times 500 = \text{SEK } 5,000$.

