From: Murdoch Veterinary Students Association
To: Ellaine Hislop
Subject: RE: Hill"s Sponsorship
Date: 04 December 2012 15:40:06
Attachments: image001.jpg

Re: other events-

That all sounds good. Thanks Elaine!

Subject: RE: Hill's Sponsorship
Date: Tue, 4 Dec 2012 14:53:49 +0800
From: E.Hislop@murdoch.edu.au
To: mvsaenq[redacted]

Thanks [redacted]

Those answers are perfect. I'll also let them know you are happy to chat if they wish.

It is a really good sign that they are asking these questions, I'm feeling positive about it.

Regarding the other events, the proposal offers a logo and recognition of Hill's at MVSA events and communications. If there are bigger events offering other benefits, this would be over and above this funding agreement. We would probably say to Hill's that additional sponsorship opportunities will be offered to Hill's as they develop, and will be undertaken outside this sponsorship agreement. In that case it would be beneficial to offer them opportunities that arise with first refusal option. Would that be ok?

We can discuss the Hill's logo and branding requirements when everything is finalised.

I'll keep you informed.

Kind regards

Ellaine

From: Murdoch Veterinary Students Association [mailto:mvsaenq@hotmail.com]
Sent: Tuesday, 4 December 2012 2:20 PM
To: Ellaine Hislop
Subject: RE: Hill's Sponsorship

Hi Elaine,

I understand they are concerned, so I'm happy to answer any questions.

At the end of last semester we had a meeting with the SIGs. They were on board at the time. There has been a small amount of caution, perhaps dissent, from the larger SIGs; however we (the mvsa) believe this will pass with the new system in place. They were concerned about money and making things fair. To which we responded that is why all SIGs have a place on the board. In addition the application to apply for funding (which is still being created) will take into account past memberships, events held, and planned events.

As for the rest of the student body, there has been limited direct communication between myself (and richie our vp) to students. Also, at the end of the year an email was sent out detailing changes for the mvsa and officer positions. There has only been positive feedback from the student body.

Is that ok? Again, I'm happy to discuss any details/questions in person/over the phone with a rep

from hills.

And finally, I have a question for Hills- in a normal year, we also ask Hills for sponsorship of our various events (eg Winter Dinner). These events can be very expensive to run ($~17,000 for winter dinner). And we will need sponsors to keep the cost of these events down. Will Hills be willing to sponsor these events, or should we assume this is their maximum for the year?

Also, Hills was a sponsor for grad dinner this year. Grad Dinner is not an mvsa event- will their larger support of the mvsa stop them from sponsoring grad dinner next year?

And finally, does/will Hills have requirements on how we display thier logo (where, how big, how often, associated wording, etc)?
Thanks
[redacted]

Subject: Hill's Sponsorship
Date: Tue, 4 Dec 2012 09:24:27 +0800
From: E.Hislop@murdoch.edu.au
To: mvsaeno[redacted]

Hi [redacted]

Almost there with the Hill's Sponsorship.

They have some final questions before committing support to the MVSA. Their questions are:

What are the attitudes of the students towards these changes in the way MVSA operates?
Have the changes and the nature of them been communicated to the students?
Are the SIG's "on board" with the approach outlined in the proposal?

I would appreciate your answers and opinions. They are just concerned that their brand is associated with an arrangement that the students see as being very positive.

Many thanks

Ellaine Hislop
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Sig option 4 - image