

NIRSA Marketing Alliance In Support of NIRSA-Sponsored and Endorsed Program Initiatives

Presented by the Board of Directors of the NIRSA Services Corporation (NSC)

Purposes

To enhance our ability to solicit and secure corporate support for NIRSA sponsored and endorsed regional and national sports events, and other corporate-sponsored multi-campus collegiate programs, the NSC seeks to develop a position of collective value by securing support, and an agreement of mutual understanding from a critical mass of NIRSA Institutional members.

Statement of Shared Values to Enhance this Initiative

An understanding of the following shared values is critical for Program Success:

- It is in the best interest of the National Intramural-Recreational Sports Association (NIRSA) to provide programs and services consistent with its Mission, and in the best interest of its' members' schools regardless of size or location of the institution.
- Endorsement and sponsorship fees that accrue to the NIRSA Services Corporation (NSC) from corporate sponsorships serve the greater good for the recreational sports profession, and specifically, NIRSA member programs and services.
- A primary goal is to extend opportunities for participation, and benefits of corporate-sponsored programs to all NIRSA Institutional Members, regardless of size or location in order to serve the greatest number of college students.
- The corporate market place has typically had an on-going interest in programs delivered at large, highly visible collegiate institutions, and/or in programs delivered in major media markets of the country.
- The NSC seeks to capitalize on what the market dictates in an effort to develop relationships that will benefit all NIRSA Institutional members regardless of school size or location.
- NIRSA-sponsored sports events, tournaments or campus programs offer some of the best opportunities for training and developing students, and emerging professionals, and create added value for the schools they are intended to serve.

- NIRSA member schools must first and foremost make decisions that are in the best interest of their college or university, but through support of the greater good, there is collective benefit and value enhancement to the profession, all member schools, and the institution itself.

Benefits to Participating NIRSA Member Institutions

- Cooperating NIRSA Institutional Members may participate in revenue sharing that result from corporate sponsored programs.
- Cooperating NIRSA Institutional Members receive primary consideration for participation in new initiatives, including NIRSA-sponsored or endorsed sports events and programs, and pilot program initiatives.
- Cooperating NIRSA Institutional Members have expanded program opportunities benefiting their campus through participation in NIRSA-sponsored or endorsed sports events and programs.
- Cooperating NIRSA Institutional Members will have opportunities to provide input into NSC decision-making about potential NIRSA-sponsored or endorsed sports events and programs.
- Cooperating NIRSA Institutional Members receive NSC program and legal oversight expertise for potential corporate sponsored programs.
- Cooperating NIRSA Institutional Members will have opportunities to provide evaluative feedback concerning NIRSA-sponsored or endorsed sports events and programs.

Agreements

- Cooperating NIRSA Institutional Members agree to support NIRSA-sponsored and endorsed sports events and programs on their campus that do not conflict with existing campus contracts, and encouraging their staff and students to participate in them.
- Cooperating NIRSA Institutional Members agree to refer offers to participate in corporate-sponsored campus sports events and other corporate-funded activities to the NIRSA Services Corporation (NSC) to see if the program can be applied to a greater number of NIRSA Institutional Members on a national basis.
- Cooperating NIRSA Institutional Members agree to support the *NIRSA Marketing Alliance* and, moving forward, will be considered a Marketing Alliance Institution unless you tell us otherwise.

Signed

Director

Date

NIRSA Institutional Member (College or University)