

Events Collaborations



Rentals

Clubs are able to rent the Hub to hold their events (parties, get-togethers, fundraisers, etc.).

In order to be approved for free Hub rental, clubs must meet 5 of the 6 requirements below at least 2 weeks in advance:

- 1 Submit an activity approval form.
- 2 Create a poster to hang in Wyckham House.
- 3 Get 100 people through the doors at the event.
- 4 Order tickets.
- 5 Advertise on Main Street.
- 6 Create a Facebook event.

Examples of Rental Events

- Fundraising events
- Themed party (Halloween, White Out Party, 90's Party)
- End of semester get-together
- Activity-based event (board games, video games, trivia, etc.)

Strengths

- ✓ Customizable/more freedom to choose what the event will look like (theme, entertainment, etc.)
- ✓ Possibility to partner with other clubs (and apply for the club collaboration fund)
- ✓ Set ticket prices (up to \$10) and collect all funds from ticket sales
- ✓ Contribute to campus community
- ✓ Access to resources:
 - Spaces
 - Get a full bar/kitchen with staff
 - Sound system and AV Technician

Weaknesses

- ✗ Need to meet Hub rental requirements to waive the \$100 fee
- ✗ More effort needed from club (planning, executing)
- ✗ Some resources must be provided by club:
 - Door person
 - Club host
 - Entertainment
- ✗ More risk/responsibility for club (the club takes on the financial risk if the event does not create a profit)



Collaborations

Clubs have the opportunity to partner with SAMRU in programming Hub events. All stakeholders (clubs and SAMRU) will set out expectations and create a collaboration agreement.

The collaboration agreement will cover things like:

- Goals/expectations of each stakeholder
- Who has decision making authority for each aspect of the event
- Budget (who's contributing what)
- Roles and responsibilities
- When and where
- Format and timeline

Examples of Collaboration Events

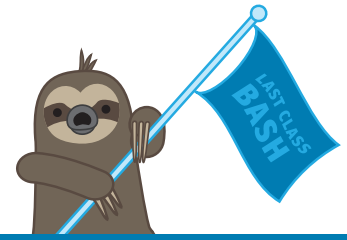
- Awareness events (Pride Week, Black History Month, etc.)
- Wild Card Wednesday events

Strengths

- ✓ Less workload for club executives
- ✓ Access to a larger audience
- ✓ Less responsibility for planning and financial risk if the event is not successful
- ✓ Possibility to partner with student centres and other clubs
- ✓ SAMRU funding is accessible
- ✓ A good starting point for learning how to plan/execute an event
- ✓ Contribute to campus community
- ✓ Access to resources:
 - Spaces
 - Events and planning experts
 - AV resources and technician
 - Advertising and communications team
 - Fully staffed by SAMRU (bar, kitchen, door, coat, host, etc.)

Weaknesses

- ✗ Multiple stakeholders in decision making process (clubs may not have as much creative freedom)
- ✗ Longer planning process
- ✗ May not have any fundraising opportunities



Flagship Events

Clubs are able to get involved in larger, annual events that SAMRU puts on.

Examples of Flagship Events

- Welcome Back to School events
- Last Class Bash
- SAMRU Awards
- The Hub Presents Monthly Themed Events

Strengths

- ✓ Range of involvement opportunities and workload (dependent on interest)
- ✓ Access to a larger audience
- ✓ Likely to be fundraising opportunities (variable, dependent on event)
- ✓ Possibility to partner with SAMRU, MRU, external partners and other clubs
- ✓ Legacy—possibility of helping to create an event that will continue year after year
- ✓ Contribute to campus community
- ✓ Promotional advertising opportunity for clubs
- ✓ Access to resources:
 - Spaces
 - Events and planning experts
 - AV resources and technician
 - Advertising and communications team
 - Fully staffed by SAMRU (bar, kitchen, door, coat, host, etc.)

Weaknesses

- ✗ Less opportunity for decision making and creative input (variable, dependent on event)
- ✗ Club will likely play a smaller role in a much larger event
- ✗ Long planning process