

How to Effectively Co-Sponsor an Event

Plan Ahead!

- Effective Co-sponsorships take time to form, so begin planning your event and co-sponsorships in advance. Meet with the other organizations to discuss the needs of the event. This will give your organization and your co-sponsor time to plan and promote your event to help ensure its success.

Get Personal!

- Rather than sending out mass emails to all student organizations, reach out to individual organizations that you think could also benefit from this event and reach out to them personally! Reaching out to other organizations individually gives you a better chance of getting a response over a mass email. Note, if all else fails then send a mass email but try the individual approach first.

Communicate!

- Communicate with your co-sponsoring organizations about the event you are planning! Allow them to collaborate with you and add any possible new ideas they may also have! By working together and sharing ideas, your event has a better chance of success!

Commit!

- After brainstorming all your ideas, form an agreement and have all organization leaders sign, to help ensure that all organizations are on the same page and clear on what is expected of them for the event! Check out TCNJ's Student Organization Co-Sponsorship Agreement for reference!

