

**Question 13: The USSU is currently investigating corporate and private sponsorship for Place Riel. What should the Place Riel Student Steering Committee consider when evaluating sponsorships?**

1) what the company does 2) money they are offering  
a company that doesn't want their name put on the building!!!!  
A sponsor that is not interested in how much profit they can gain from the students.  
A) how much money are they willing to pay (duh) B) If they can a reputable company that won't seem out of place for a sponsorship C) If they are willing to let the name of the place stay (even if it is X Inc.'s Place Riel)  
accountability, sustainability,  
Activity to improve the U of S, involvement in on-campus groups, and academic success.  
Advertising commitments. Possible vendors that might have to be added. What their purpose is in wanting to sponsor  
Alumnae of UofS is huge. Don't sell out to corporate America  
ambition.  
amount of money and length of contract  
amount of money given to campus amount of impact to the students  
traffic (foot) changes in Place Riel making it even harder to walk through  
any kind of food company...like Nestle or Hershey's  
Any type of sponsorship would be great.  
Anything but Coke  
Are they binding agreements? Is it an exclusive deal? (ex. Coke)  
What are their motives behind sponsoring? How does the student union and the student body profit from the sponsorship?  
as long as it is a reputable company, go for the most money possible  
ask them if they smoke pot  
Avoid letting them place corporate advertisements everywhere that will over-commercialize our university.  
Avoid monopolies (i.e. the one Coke has at the moment)  
Benefits received from the sponsors.  
campus involvement  
Carbon Footprint  
Choose a corporate sponsor that will continue to give to students in the form of valuable discounts. Eg: staples  
Choose sponsors that support academics. I.e. Companies that give scholarships to students obviously support academics  
commitment to students, track record of company  
Commitments expected in return for scholarships. I.e. avoid scholarships, even if larger, if they will cause a lot of red tape and headaches.  
Commitments to sponsorship. Will we be obligated to do something for X number of years? Have they sponsored the university before?  
Past experiences with them.

Companies' affiliations/ethics (ie. no repeat of the Coca Cola incident), goals/aims

companies that are student recruiting, have good social responsibility policies, ones that hire students, and are environmentally friendly

Companies that employ LOCAL U of S graduates is important. I would preferably aim to have Saskatchewan held businesses sponsor with ties to the University through donation or again, hiring grads.

Companies/businesses that students are involved with and familiar with. Like clothing stores, Sasktel, music stores, etc.

Company image within the community, past sponsorships and their success, and what must be given to obtain that sponsorship

company social responsibility among other things

Company's environmental impact and human resources policies.

community involvement, corporate history

concern for student health

Consider giving the students a place to buy free trade coffee

Consider the amount of people that use Place Riel every single day.

Its a major port at the U of S.

Consider the background of the company and the true reason why they are sponsoring for Place Riel. As in, if they're actually there to sponsor because they were an alumni, as opposed to a large corporate company sponsoring because they want publicity

Contributions to student programs and tuition decreases based on corporate sponsorship.

contributions to the community, overall benefit to students, and a sponsorship to cover all costs so students do not have to pay for the renovations

corporate

Corporate and private sponsorship is fine but to be exclusive to any one Corporation or private group could be construed in an unacceptable manner.

Corporate ethics Student friendly/affordable products Aesthetics

Corporate practices (ethical and transparent business practices)

corporate responsibility

Corporate responsibility, ethical practices of the sponsor, flexibility to change.

Corporate responsibility; companies who have both an environmental and ethical mandate besides profits.

corporate social responsibility and environmental sustainability

corporate social responsibility the long term paterniship ability

Corporate Social Responsibility, ethics of the company, benefits to students

Degree of consumerism (less is better)

do it carefully...we don't want the place to be named something stupid. Also, we should look towards responsible, ethical companies....we don't want to tarnish out name.

Do not rename the building... maybe name floors but not the building

do not restrict things sponsored solely by one company ie, coke  
does the company want to sponsor or have a monopoly on the  
campus

Don't allow monopolies, like Coca-Cola, to solely sponsor. Students  
have the right to choose who and what corporations to endorse  
through business. Variety and choice are key.

Don't allow one company to gain a monopoly like coke.

Don't ask multi-national corporations for sponsorship!!!!

don't change the name of the building to be like Coke Student  
Centre. Sell the rights to a wing or something. Also ensure that the  
company is ethical and adheres to the SU's sustainability policy

Don't change the name to something stupid just because it has the  
company's name in it. Ensure that the sponsor values social,  
economic and ecologic sustainability.

Don't change the name to the something credit union! don't allow  
one sponsorship to be a large percentage of the funds.

Don't change the name!

Don't commit the university to restraining contracts that will tie us  
down (ie. the notorious coke contract)

Don't give into big corporations.

Don't know

Don't listen to people who think all the corporations are pure evil.

don't make place riel a party place - alcohol sponsors are not a good  
plan

Don't matter as long as it looks nice. Seeing a sponsorship name on a  
building won't make me buy their product more.

Don't take sponsorships from Coke! I would prefer private  
sponsorship because I don't like corporations and I would rather not  
have my university plastered with corporate advertising.

Ensure that the companies don't violate human rights.

environment friendly companies that understand the student  
lifestyle. companies should be looking towards improving the future.  
students are always looking foreward so the companies that support  
the university should to.

environment, services for students

environmental and health issues

Environmental standpoint on their practices - Student hiring policies  
(how many students are hired by them?) - Do NOT have a say in how  
the university is run! Separation of business and learning!

environmentally concious

Environmentally conscious businesses and building practices.

environmentally friendly

Environmentally Responsible Sponsors !

equality for all parties considered

ethical actions of sponsors. appealing to student life. yes alcohol  
sponsorship is fine.

ethical and morals

Ethical business practices, and putting student needs and concerns ahead of marketing. If it is something that students can not afford, use, or have use for, then it shouldn't be a major contributor on campus.

Ethical business practises

ethical corporations and sustainability issues!

ethical policies of company (ie labor, children, womens rights, roles in foriegn countries....)

ethical worldwide practices, sustainable business practices

Ethical, local businesses are always preferable. Who sponsors us is a direct reflection on who we are.

Ethical.

ethics

ETHICS OF COMPANY

ethics of company. profits vs sponsorship money

ethics of the companies sponsoring

Ethics of the potential sponsership provider.

Ethics of the sponsors.

ethics practiced by the sponsor. moving away from wal-mart and coke might be a good idea

Ethics, that they aren't assholes that are going to screw you over, and ask St. Thomas More how they're doing.

Everything

Fair trade, ethical products, environmentally friendly products, placement of ads because i nice view can be ruined by ads very easily. we dont want to see an ad around every turn

Fair trade/ethical companies (i.e. not Coke, WalMart, etc.)

Supporting local investors/companies. Also, hiring local contractors, welders, electricians, etc. Preference to those with degrees from the U of S.

Fit to the university

food services

Food services and student oriented entertainment

For goodness sake, DON'T CHANGE THE NAME. Place Riel is Place Riel- please let's not have "Cameco Place" or "Place Wal-Mart".

Free money? Whats wrong with that

Get companies that are willing to financially support a greener environment.

Get more international accomodations, such as a local shop for stuff for international students, or even food, (like a mini-mart) for all needs for students. Canadians will love this part too.

Get sponsorship from lots of smaller companies instead of one or two big ones. Don't do something that will make people angry like the contract with coke.

Go big - name it after anything or anyone that will offer money as long as students don't have to pay more for it (via student fees)

Go with coke

go with the highest bidder!

goals and services of the company

good deals for students

have no idea sorry

Have they contributed to the U of S before? Do they truly see the value of Place Riel and post secondary institutions in general. What is the history of these sponsors, do they have a good reputation or bad...

Having the sponsor being socially responsible

Health and benefits of the students. Don't bring in a mcdonalds or something gross like that.

Healthy choices sponsorship (no alcohol, booze) Go with academic based companies before others Along with sponsorship to Place Riel, also other deals for students, discounts on there products, give aways, etc

healthy food

History of the company. Say no to any companies that have dubious track records in outsourcing/companies that could end proving to be corrupt.

Honorable companies and best interest for students not just profit

How it is benefiting the students

How it represents the school. How much it's worth.

Longevity/reputation.

How it will affect the health of our students, how it will affect how students spend their money, whether or not these corporations are environmentally friendly...

How much it will cost or how much a company would be willing to donate to put their name on the building (i.e.: ABC Company Student Building).

how much money the sponsors will give us.

How much money they are going to give and how it will benefit the students.

How much they benefit the students

how socially responsible the donor corporations are

how the buisness will contribute to the atmosphere at the university

How the sponsorship money will be given to the university and how long a contract would last.

Human rights issues that the company feels are important. No more Coke.

I am not sure

I believe that the business practices of any corporate sponsor should be closely examined. How do they contribute to the community?

What is their stance on the environment? What are their corporate practices?

I do not know.

I do not want corporations to sponsor Place Riel renovations if that means there will be permanent, corporate advertisements located in and around Place. I private sponsorship is more acceptable but I would prefer it is avoided if possible.

I don't know what the Place Riel Student Steering Committee is...but they should try to sponsorships of places that "poor" university would go to/can afford to go to. I think that would go over well with the students.

I don't think it really matters, whatever gives the most money within reason.

I don't wanna see advertisements all over the place  
i have no clue!

I have no idea. I would have to look into this further

I have no thoughts on this.

I like the idea of public funding more, but I don't know a whole lot about that sort of thing

I think more money for the university is generally a good thing.

I would prefer they kept the school in local hands, staying away from corporate sponsorship, eg. coke, and looking for private sponsors instead.

i would rather see more corporate sponsorship than the private sector

If a company insists on a monopoly--RUN. Monopolies are not cool (even if they give you money).

If a corporation is willing to sponsor, take it! It doesn't bother me to have ads or stuff like that there

If anyone will allow a substantial grant, I don't think it really matters whose sign we have up. Though I'm sure there are many people that would love to disagree with that.

If sponsorships help to save money on the project, I am all for them. It doesn't matter what the name of the place is if it's cheaper for students.

if the sponsors are interested in listening to the needs of students

If there is corporate sponsorship make sure the corporation is ethically responsible.

if they want their name to be incorporated (ex: Potash Corp Park)

if they would meet the needs of the students through their sponsorship

if this is about the Coca-Cola thing, I'm for coke continuing being sold at the U of S

I'm not sure it would depend on the sponsors

I'm not sure.

I'm not sure.

i'm not very informed on the subject, but I think it would be a shame to change the name. I wouldn't want to see it become some sort of credit union center.

inout into campus community

Integrity of business. Innovation.

Integrity, social justice and well being, ethical practise and focus.

Interest in making accessibility in the form of prices and location for students.

It needs to evaluate what the nature of the business is and whether it fits with the image that Place Riel wants to project, and what we will get in return from the businesses.

It should be a useful investment and definitely benefit one and all.

It would be a good idea in the event of another/continuation of the CUPE strike

It would be great if the sponsors had elements of social, corporate and environmental responsibility in their own workplaces as it is very likely that their names would be permanently etched in the walls of renovated Place.

itd be cool if they could be local companies rather than huge corporations

items to help lower students stress levels

Local companies that focus on Saskatchewan and will not interfere with academic progress.

local conections

Look at the interests of our students. We're going to look and acknowledge the sponsors that we already like and recognize.

Look into coke funding. look at PCS, cameco/areva, gov't of sask, etc. Funding would be a one time gift.

Low amounts of advertisements. Value added to the student.

Low prices.

Make sure ethical companies are sponsoring. Companies such as Coca Cola will just screw us over in the end.

Make sure it's a reputable & moral company to link the USSU with. Have different tiers for sponsors - if they donate alot of funds - name an area after them.

Make sure that sponsor doesn't compromise the integrity of the U of S

make sure that the benefits that the sponsorships brings to our school is equal to or greater than the benefit to the corporation, so we can minimize monopolies and big companies taking advantage of us.

Make sure that the U of S will be well represented.. and don't buckle under the pressure of the 'big guys.'

make sure that they are actually interested in the health and wellness of the students and not just advertising for profit goals.

Make sure the building of a new Place Riel does not cost the students anything

Make sure the sponsors can be utilized by students.

Make sure they fit the needs of students.

Make sure we don't have coke ads all over everywhere.

making sure it something the students really need or if it is just something students want. Is it good for us or does it affect our lives in negative ways

money

money and benefit for student

Money so that us poor students don't have to pay for it

Money support for add more facilities such as some coffee and water, cookies

Money. You guys need it.

money; lots of it.

money? ethics?

Monopolies...being stuck in contracts

my only suggestion is that Coca Cola has nothing to do with place no "Coca-Cola Place Riel" or other such naming types. sponsorship is good if not blatant. and the sponsorship should be from an ethical company.

No big corporations

No Coke Sponsorship from people, rather than businesses

no comment

no comment

NO CORPORATE OWNERSHIPS AND MONOPOLIES ON CAMPUS. FOR THE LOVE OF GOD WHAT ARE YOU THINKING?! THIS IS AN ACADEMIC INSTITUTION, AND THE NEEDS OF THE STUDENTS, NOT POTASHCORP OR CAMECO, SHOULD BE REFLECTED IN THAT.

No exclusivity contracts - you have no right to sell access to students.

no idea

No idea because I am not well knowledgable in this area. Just dont lose control of it and turn it into a strip mall because you privatized the whole thing. Cheers

no long-term contracts (a la Coke) - consider 2-year rotation or something similar. Or else joint corporate sponsorship (ie. co-sponsorship).

no monopolizing

No private or corporate sponsorships. I believe that the university should belong to the students. The USSU should not pimp out the name just for funds. Funds come and go, a name and symbols will remain for years to come.

NOT COKE for god's sake. Is there anyway at all that some corporate sponsorship could come from an eco-friendly company of some sort? I know this is not likely...but we can dream damnit!!!

not sure

not sure

not to sell out to make \$

Nothing from coke or pepsi or huge businesses that encourage obesity and unhealthy lifestyles for students.

nothing, take all the money you can and spend it on the students

Nothing. Get a donor wall and take money from any business/group which is ethical enough to remain legal.

only affiliate with organizations that have socially and environmentally-sound policies. Try to stay local and Canadian -- avoid big corporations.

open to private funding

People get tired of constantly looking at advertisements, combine sponsor with advertising free areas

People that are willing to sponsor the University, and doesn't just have plans to make lots of money, and eventually screw the students.

Perhaps environmentally friendly companies, and low cost companies so students aren't paying an arm and a leg for things we could get somewhere else for cheaper

Personally, I think sponsorships are definitely a good idea for Place Riel. When evaluating sponsorships it would be important to consider how the sponsors are related to the educational field, and what the 'fine print' might be.

Place Riel is a hub of activity on campus and most services are centered around student convenience.

place riel should consider the values which the sponsor upholds, this is important because our sponsors somewhat represent the university as well, as you would not want a pornographic shop or tattoo parlor to represent the U.

places that will not jack up the prices for their products or oversaturate the area with advertising.

Please consider the ethical implications of going into business with corporate sponsors. We don't want another coke campaign on our hands.

Please do not sell Place Riel.

Please ensure the highest ethics, and don't spend too much money on Place Riel renovations when it could be put to much more important uses.

Please evaluate the corporations and select them based on their ethical reputation. Keep Coke/Starbucks and the like out!

Popularity and price.

prices

private

Relevance to what the student body does/likes. Avoid controversial sponsors.

relevance to university students

Relevance to students.

Remember that once you sell your soul to the devil its damn near impossible to get it back.

reputation of sponsors

Requirements to use certain services resulting in a lack of options

Saskatchewan based and make sure it does not sound funny or have a bad abbreviated name like the T-CUP

Scholarships provided by sponsors can be quite useful to students.

Somebody who really looking out for the student and their interests.

Someone who has u of s pride and not just interested in personal gain

Someone who doesn't want to change the name

something besides coke

sorry not too sure

sponsors that do not offer food that creates lots of litter.

sponsors that have had a previous interest in development for young adults

sponsors that want to sponsor school related events and are in it for the students not just for the tax write-off.

Sponsors values - social help for community, good values. Product (not Coke!)

Sponsors who care about students and have student related businesses.

Sponsors who do not support controversial/unethical business practices!

Sponsorship from socially responsible organizations.

sponsorships are good. they allow a product to be in place while receiving royalties

sponsorships that require the promotion or sale of a single product should be scrutinized as well as pharmaceutical influence on the university.

stay local

Student desires and reputation of considered corporations.

Students have shown that they consider ethical issues of companies into consideration with campus sponsorships. IE Coke.

supporting those that apply who have energy efficiency and waste reduction in mind, all in all, the greener the initiatives the better.

Sustainability Company's that are known for environmental responsibility and as well as using fair human rights

Sustainable and ethical practices of the company, locally and abroad (if applicable).

Take all money from any source that is not linked to illegal, immoral, or unethical conduct.

take as much as you can get

That a large number of students can relate to that sponsor.

That it should be environmental

that it won't limit choices of services provided

That there are no strings attached to the sponsorship that can cause real problems later

THAT THEY ARE LOOKING TOWARD THE BENEFIT OF THE SCHOOLS BIGGEST INTEREST THE STUDENTS. SOMETHING THAT PROMOTES HEALTHY LIVING AND ENCOURAGES ACHIEVEMENT

That they are willing to donate funds right away. This is a project that should be completed right away.

That those sponsoring should have minimal say in what is being done, and that the students have the majority vote in the changes that will happen to THEIR university.

The amount of funding should be as high as possible...

The amount of money and any strings attached.

the amount of responsibility that corporation shows in its operations worldwide. This would include environmental, social and political.

The amount of support that they give to students. Also how much the sponsorship believes in higher education.

The background of the companies (where do they stand in issues such as environmental responsibility and human rights?), the demands made (are we going to start calling Place Riel something stupid like Credit Union Teacher's Place?)

The Committee should consider that this is a university, and not a billboard for corporations. Any sponsorship should be approved by the student body.

the committee should keep student health in mind - making place riel a good place to eat, study or hang out. not a place that is bombarded with unhealthy options that are too easily accessed.

the conditions to which the students will have to follow, and what affect it will have on existing places in place riel.

The environmental practices the sponsor has, how it treats its employees, if it is Canadian or international (Canadian preferred), if a name change for Place Riel is part of the deal, what kind of recognition they'd like.

The ethical profiles of the companies interested in sponsoring Place Riel and the environmental initiatives sponsors are willing to support.

The ethical stance of the sponsor. Relating to pro-green or humanitarian activities.

The ethics of the company sponsoring, their products/services, and the contributions they make to society

The ethics of the company sponsoring....do they match University ethics?

The financial impact to standards

The least commitment for the most money.

The main goals should be to take any financial burden off students, possibly requiring as part of sponsorship for businesses to offer scholarships for students and other related funding.

The need to advertise the sponsors.

The operation and goodwill of the company.

The reason why that person wants to give back to a place other than their college. Also, the committee should find out if the sponsor has given money or resources to a project with LEED ever before.

the relevance to university life.

The reputation of the business, it's connection with the university

-the sponsors' interest/motivation for investment in the university - their business/corporate ethics

The sponsors motives. The sponsors business practices (ethics). How appropriate the sponsor is for a University setting.

the Steering Committee should not consider sponsorship from companies that are not socially or environmentally responsible

The Student Steering Committee should ensure that no matter how large the sponsorship is, the name "Place Riel" must remain as is, (i.e. not "Potash Corp Place", or "Cameco Place Riel").

The students and student groups. Perhaps a place where student groups can display projects.

the usefulness of what is being put in and the integrity of the sponsor

The values and objectives of the sponsors, ensuring they agree with those of the students

the well being of the students; no contracts that will harm the health of students; no COKE CONTRACT

Their commitment to the students

they don't overwhelm place riel with ads, or force student union into a contract that could potentially backfire (like the thing with coke cola)

They should consider a sponsor that is willing to support the university. It should improve university life.

they should consider having more sitting areas which would be good for the rush hour

They should consider how long of a contract we will be stuck with them for... as well the ethical decisions surrounding what sponsorship we take (alcohol, tobacco, etc) Also should consider the demands of the sponsors

They should consider if the corporation or private company has similar values to the students.

They should consider integrity of the potential sponsors. It says alot about our university by the companies we associate with.

They should consider most strongly which sponsor's would induce a positive change in Place Riel and would reflect well on the University as a whole.

They should consider the background of the companies looking to sponsor the space. The sponsorships should tie into the university's image

They should consider the reputation of the corporate or private sponsors. If these sponsors' names are associated with Place Riel they should have a good reputation so as to not bring a bad reputation upon Place Riel.

They should consider what is in the students' best interest, as opposed to the amount of money they are offering.

They should evaluate the quality of food and products. I've had enough of having very little selection of good quality, healthy food on campus. The selection is terrible.

They should evaluate: the cost, the benefit to the average student, the effectiveness of the sponsorship (as in who needs it the most), and the overall benefit to Place Riel.

They should not change the name of place riel if sponsored, corporately or privately, ie TCU place riel or Royal Bank student space. You get the idea. keep the name.

to make sure that the cost doesn't increase the student fees

Try to get companies that are ethical and fair trade. Big brands are sometimes distasteful (please avoid coke).

Trying to keep the sponsorships subtle would be nice. Too much advertisement regarding sponsors is overbearing.

we dont need anymore services, we dont need anymore corporation influence at U of S

What are the companies sustainability practices, if they practice fair trade (if applicable), and if a contract is required to obtain sponsorship.

what benefits are provided to the rest of campus and the students/main users of the services other than sponsorship money  
What can they offer students, what kind of prices would they charge for the convenience, how will they differ from the stores already located in Place Riel.

What do they want in return? It should NOT be renamed because of a large sponsor, the name has become a tradition.

what is best for the students will they listen to us?

What is offered for the student population as a whole

what is the corporation's business like? Is it a well-known corporation that is respected by the community?

What kind of image the sponsor portrays and whether or not that image is appropriate for the UofS

What the net benefit to students will be, keeping in mind that although I business/service may be needed/desired, it needs to first be accessible to students (i.e. not too expensive for students)

What the renewal provisions are for any contracts.

what the students want

What their stipulations are for the sponsorship (advertising, etc.). We don't need a big corporate advertisement bannered across the building.

What they want back...and how much money they are willing to give! And if they can help in any way besides just giving money. And past affiliations with the University, and possible future ones.

What will actually benefit the students rather than just take students money.

What will we own them in the long run.

what, if any impact on students

whatever can both satisfy the students without harming anyone else. (ie vulnerable children in underdeveloped countries).

Whatever is going to benefit the U of S the most

When evaluating the sponsorships ensure a fixed end date. Perhaps no longer than 15 years.

When sponsorship is being considered it should be made clear that the USSU will have the final say about any changes to be made.

Where the corporation invests otherwise, do they support any institutions of questionable moral standing

Whether or not corporate sponsors use ethical practices withing their companies (ie. environmental, employee treatment) and whether or not they are student friendly sponsors.

Whether or not they are involved with shady business in other countries (i.e. not coke)

whether the sponsors convey the same spirit as the university.

whether the sponsors reflect the values of the USSU

whether they put the convenience of students in their first consideration, what they invest in will really benefit the students

Who can give us the most \$\$\$

Who ever gives you the most amount of money, If they want their name on it, make them pay a fair price. I'm not against sponsorship however, I believe it should still be called Place Riel, in some capacity.

Who gives the most money..

Who is CUPE backed. Go private sector they've got the money. Try getting more community involvement. WE NEED A RADIO STATION IN PLACE RIEL

Who this is really benefiting. It should be about students and community.

Who will donate the most money, regardless of whether they want their name on the building or are an "ethical" company. In the end it's money that matters the most.

why they are sponsoring, ie if its a cover up for controversial business...cameco (nuclear power)

You should have a subway right in lower place.