

## VIA Sponsor Checklist

Departments or organizations who are the primary sponsor (originator) of VIA events are responsible for leadership in venue, finance and publicity. This checklist will help ensure you are not dealing with critical details at the last minute.

\_\_\_\_ **Reserve venue.** Cordier Auditorium is the preferred venue for VIA events and can be reserved at the time of application. Contact [Paula Finton](#) in Conference Services to make this reservation. In the case of a scheduling conflict the Jo Young Switzer Center, upper level should be reserved. This reservation should include Hoff, Lahman and Speicher conference rooms and be set up with 360 chairs in theatre style seating.

\_\_\_\_ **Confirm travel arrangements.** This may include: airfare, car rental, hotel, and meals. Guests may stay overnight on campus for free, depending on availability. Contact [Paula Finton](#) in Conference Services for reservations.

\_\_\_\_ **Review and return speaker's contract/appearance agreement.** An independent contractor agreement should be completed for any events for which university funds will be disbursed. In place of a speaker's own contract, the [Independent Contractor Agreement](#) is available on ChetNet for use. Contracts under \$2,500 can be signed by Darla Haines or Kathrine Dwyer. Contracts over \$2,500 but less than \$25,000 can be signed by Raylene Rospond. Any contracts over \$25,000 must be reviewed and signed by Clair Knapp, CFO and Vice President for Finance. Please submit the signed copy of the agreement to Kathrine Dwyer in Academic and Student Affairs. A copy will be forwarded to Financial Services to be kept on file.

\_\_\_\_ **If the speaker/presenter is willing to be photographed and/or recorded,** please ask them to complete the [VIA Speaker Permission – Audio Recording](#) and/or the [VIA Speaker Permission – Video Recording](#) form(s) and return to Kathrine Dwyer in Academic and Student Affairs. The request to record the event should be added to your room reservation.

\_\_\_\_ **Submit paperwork for payment.** Consult with the speaker/performer about payment due dates. **Please plan ahead:** If payment is expected immediately after the presentation, the request must be completed two weeks in advance. If paying an individual, the [Independent Contractor Payment Release Form](#) should be completed. If paying a company or organization, the [check request form](#), available on Gateway, should be submitted to the VIA secretary, [Kathrine Dwyer](#), in Academic and Student Affairs. Please keep in mind a Tax Identification Number (TIN) or Social Security number for the speaker is required on the payment request form. If your speaker/presenter is “donating” their honorarium, contact the Office of University Advancement.

\_\_\_\_ **Complete W-9 form, if the payment is going to an organization.** [Get a W-9 form on ChetNet](#). Turn in the W-9 form along with the check request form.

\_\_\_\_ **Get your event posted.** Contact [Anne Gregory](#), Assistant Director of Media Relations with the title, abstract and details of your event to be added to the VIA and campus calendars.

\_\_\_\_ **Handle publicity for your event.** Complete the [Office of Marketing's eForm](#) to order

posters, flyers, programs, request news releases, etc. Please submit the eForm at least three weeks before the event to allow sufficient time for creation and review of your materials. You are responsible for obtaining any available press kits, photographs and bios. The VIA committee covers the cost of poster design and 25 printed posters for each event. Funds for additional promotional pieces should be considered in your event budget. The Office of Marketing can also help to post the event to social media and, in some cases, live stream the event. Note: The presenter's contract/appearance agreement may include specific instructions and/or restrictions regarding publicity and streaming or recording the event.

\_\_\_\_\_ **Confirm event details with Conference Services.** Contact [Paula Finton](#) to specify your expected technology, equipment and set-up needs. For all events in Cordier Auditorium, please request that the back half of the auditorium be roped off and that the VIA power point be played on a continuous loop at least 10 minutes prior to the event. Also, if your event includes a Q&A portion, please request microphones on the sides of the audience.

\_\_\_\_\_ **Confirm the introducer.** Who will introduce the speaker/performance? Please notify the VIA Committee of your decision.