Thank you for your interest in applying for help from Stanford Speakers Bureau (SSB)! Before you hit “submit,” here are some guidelines you can use to maximize your application’s chances of acceptance.

Our services: Co-sponsorships vs. Partnerships

Speakers Bureau provides two services — co-sponsorships and partnerships. The main difference is the level of involvement Speakers Bureau will have in the final event.

Through our co-sponsorships, we can provide funding of up to $1500 for your organization’s event. Additionally, we will help advertise your event by sharing information within our community.

Through our partnerships, Speakers Bureau would take a more involved role in the event by providing two different forms of support:

1. **Funding:** we can provide funding without a universal limit; the exact amount is determined at our discretion.

2. **Additional help:** we can get involved in the event-planning process by helping you with speaker outreach, price negotiations, paperwork, marketing, staffing, and more.

You can expect that funding for both co-sponsorships and partnerships will be given under the stipulation that you include a Speakers Bureau logo on event advertisements; we may also ask that you reserve up to a handful of seats to the event for Speakers Bureau attendees.
The Application Process

Before you apply
Here are some things to know to maximize your application’s chances of passing review by the Partnerships and Co-sponsorships Committee:

- **Email SSB before submitting:** There is no difference between the co-sponsorship application and the partnership application; therefore, it might be useful to check in with the Partnerships and Co-sponsorships Committee director to discuss which is more appropriate. Also, if there are major conflicts (time, budgeting, etc.), we can identify them early on in the process.

- **Speakers Bureau can only fund honoraria and event services:** Be sure that the budget portion of your application indicates that our funds will only go toward honoraria (speaker fees) and event services (venue, A/V, etc.).

- **The limit for co-sponsorships is $1500:** If you require more from Speakers Bureau, please look into applying for a partnership.

- **Fill the CardinalSync application and look at our presentation template:** the former will be used in the initial review of your application by the Partnerships and Co-sponsorships Committee director; the latter provides a useful guide during your presentation to Speakers Bureau. The form is in the “Forms” tab of our CardinalSync page, and the slides are in the “Files” tab.

- **The more detail, the better:** This is especially true regarding the budget, your other sources of funding, expected attendance, and where you are in the event planning process (securing the speaker, venue, etc.). Try to wait until you have answers to most of the questions we ask before you apply.

If you have any questions about this, feel free to email the Partnerships and Co-sponsorships Committee director (jlsabau@stanford.edu) before you apply.

As you apply

1. The Partnerships and Co-sponsorships Committee director will review your submitted application through CardinalSync. If there are major errors, we will email you and ask you to resubmit your application in accordance with our guidelines.

2. You will receive an email to meet with the Partnerships and Co-sponsorships Committee director. This is an opportunity to discuss your event in detail as well as the role Speakers Bureau would play.

3. Join us for one of our Monday evening meetings (9-10 PM) for a 5-10 minute presentation to the whole team, after you have met with the Partnerships and Co-sponsorships Committee director. Once you have presented to Speakers Bureau, we will hold a team vote.
The three things that we vote on are:

a. Should we fund your event?
   Partnership applications will be evaluated in part based on Speakers Bureau schedule surrounding the time of the event. Speakers Bureau may turn down partnership applications because of scheduling conflicts, or because the team will already be too busy around the time of the event. For a more detailed explanation on reasons why an event may be rejected for funding, refer to our Guidelines section.

b. How much of the requested amount should we provide?
   We reserve the right to decide how much funding to provide, up to and including the amount that you have requested. Because partnership funds are generally heftier than co-sponsorship funds, there is a higher chance that the team will elect not to fund the full requested amount based on Speakers Bureau’s budget status.

c. What stipulations can we add to our acceptance?
   As mentioned above, you can expect to be asked to include Speakers Bureau logos on your advertising for the event. Other stipulations we may vote on include
   i. Requesting reserved seats at the event and at the reception for Speakers Bureau members.
   ii. Requesting that Speakers Bureau Media and Marketing Committee review advertisements for the event before your group publishes them.

   We reserve the right to add further stipulations depending on the application.

If we have additional concerns that the Partnerships and Co-sponsorships Committee did not address previously, we will deliberate on them during the vote.

The Partnerships and Co-sponsorships Committee will send an email detailing and explaining (if necessary) Speakers Bureau team’s decision as soon as possible after the team vote (Monday night or Tuesday morning). If the concerns that arise during this process lead to a “no” vote, we will explain our decision in the clearest possible terms in a rejection email.
Guidelines

Our mission is to foster deep intellectual dialogue on campus, so the applications we accept must demonstrate that the event will contribute to that mission.

Additionally, Speakers Bureau may reject an application based on:

- **Student attendance**: More than 80% of expected attendance should be SUID holders.

- **Concerns about the costs of the event**: Total costs should not exceed $50 per attendee; exceptions may be considered for high-profile speakers. If we determine (based on team experience and expertise) that any part of your budget (especially the parts to which we are asked to contribute) is unnecessarily large, we may set our funding amount below the amount requested; we will also provide suggestions in an email as to how you can lower costs.

- **Venue or other services requested**: If we determine that the venue that you plan to book is disproportionately large compared to the expected attendance, or that some of the services you request are otherwise unnecessary, we may set our funding amount below the amount requested; we will also provide suggestions in an email as to what changes you can make.

- **Scheduling conflicts**: Speakers Bureau may reject an application based on schedule conflicts, particularly if the proposed event is in close proximity to a previously planned Speakers Bureau event.

- **Community norms**: Infringement upon the mission or policies of the University and the relevant offices (e.g., Office of Student Engagement) can be the basis of rejection.

- **Budget constraints**: Speakers Bureau may reject co-sponsorship and partnership applications based on its budget and plans to use it throughout the year. It must be noted that Speakers Bureau gives priority to its own events when planning how to use funds.

Speakers Bureau will consider all these factors and hold a vote after the event has been pitched during one of our Monday meetings.

Although we do have general guidelines, acceptances are determined on a case-by-case basis.