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WOMEN'S RIGHTS
ARE
HUMAN RIGHTS

SPONSORSHIP PROPOSAL



PURPOSE

The goal of the UBC Amnesty International is to encourage human rights activism among young people, particularly among UBC students. Amnesty UBC hosts many different events that promote education about human rights in Canada and globally. The key event for this year is the annual conference. Therefore, the purpose of this analysis is to evaluate possible sponsors in the context of the conference. The topic for this year's conference is on Women's Reproductive Health and Rights. The conference generally features speakers, interactive workshops. Based on records of past conferences and discussion with the Treasurer of UBC Amnesty, the biggest concerns for a conference of this type include event space, food, and speakers.

AMNESTY INTERNATIONAL, UBC CHAPTER SPONSORSHIP BENEFITS

A specific result that a person or system aims to achieve within a time frame and with available resources. In general, objectives are more specific and easier to measure than goals. Objectives are basic tools that underlie all planning and strategic activities. They serve as the basis for creating policy and evaluating performance. Some examples of business objectives include minimizing expenses, expanding internationally, or making a profit.

TIER	BRONZE	SILVER	GOLD	PLATINUM
VALUE ¹	\$50	\$200	\$500	\$1000
Promotion through social media ²	X	X	X	X
Promotional material available to attendees of the conference	X	X	X	X
2-minute promotional video ³		X	X	X
Promotional booth at the event venue			X	X
Option for title sponsorship				X

Notes :

1. Dollar value of contributions can be in-kind or monetary.
2. Social media promotion includes your logo and website link on UBC Amnesty's Facebook Event Page. Company logo and name may also be featured UBC Amnesty's Twitter and Instagram. Size and frequency of your logo will vary based upon chosen level of support.
3. Company name, logo, and information will be featured in a video available for viewing on our facebook page.

Source : Amnesty International UBC Chapter Sponsorship Package, 2018

Sponsorship Overview

GENERAL VALUES ANALYSIS

As a non-profit organization that operates under the umbrella of the main Amnesty International group, the UBC Chapter of Amnesty International works to promote human rights activism among UBC students. The specific human rights theme for the 2019-2020 Annual Conference is “Women’s Reproductive Rights”. Therefore, in the context of UBC Amnesty’s overarching mission and this year’s conference theme, UBC Amnesty should target corporations with an interest in human rights and/or women’s rights.

Furthermore, since this organization specifically serves the UBC community, UBC Amnesty should target local businesses and groups on UBC campus because of their shared community values. As a community, UBC’s purpose statement includes “learning and engagement to foster global citizenship and advance a sustainable and just society across British Columbia, Canada and the world” (The University of British Columbia, 2019). This ethos of global citizenship and just society ties directly into Amnesty’s values as a pro-human rights organization.

Target Market Analysis

AMNESTY INTERNATIONAL, UBC CHAPTER

Amnesty International, UBC Chapter’s target market consists primarily of students belonging to the larger UBC undergraduate and postgraduate community specifically in the age demographic 18-25. These students are passionate about human rights activism (Amnesty International Sponsorship Package, 2018). This is typical among the university student population. According to the Government of Canada Statistics, “41% of people with a university degree had purchased or boycotted a product for ethical reasons, compared with 22% of those whose highest level of education was a high school diploma” (Turcotte, 2011). On UBC campus specifically, human rights protests are prevalent, such as those in support of Hong Kong (Robinson-Leith, 2019) and Kashmir (Riaz, 2017; Foong, 2017).

In the context of this year’s conference theme, women are a major target market for UBC Amnesty. At UBC, the undergraduate student population is 55/45 female to male (PAIR, 2019), which may translate into a large target market demographic for UBC Amnesty to tap into.



PETER A. ALLARD SCHOOL OF LAW

THE UNIVERSITY OF BRITISH COLUMBIA

Many students that would attend an Amnesty Event will be interested in social justice, so Allard can take this opportunity to emphasize how an interest in human rights activism can translate into a legal career and JD at Allard. Ultimately, as a law school, Allard's main purpose is to gather the best students to study law at UBC. Sponsoring an event at Allard that will be attended by potential law students is a great way that Allard can advertise itself to the next generation of law students.



Blume's main goal is to provide women with organic period and self-care products as well as form a community in which conversation regarding periods and puberty can be safely discussed, which is related to the conference theme: women's reproductive health. Because of these shared values, both UBC Amnesty and Blume aim to reach a target audience who views women's health rights with importance and believe that women should be able to make their own choices regarding womanhood. Blume could sponsor this conference for an opportunity to gain publicity and reach potential consumers, as it is still at the stage of a growing business.



A catering service founded and run in Vancouver, The Lazy Gourmet believes in “helping [our] community through food programs, event sponsorship and support” (The Lazy Gourmet, Giving Back, 2019). This is evident in their previous sponsorships of several AIDS foundations as well as women’s groups, they believe in women’s reproductive rights being human rights and thus their values closely align with those of UBC Amnesty. They are previous sponsors of UBC Sauder, thereby demonstrating the company’s support for and belief in youth organizations. Therefore, by sponsoring this event they can continue to build goodwill among the youth of Vancouver whilst advocating for women’s health rights.



Great Dane Coffee is located in the heart of the UBC Campus, so their main customers are UBC students. Part of their mission statement is to locally source meat from ethical farms for their products (Great Dane Coffee | Best Coffee on Campus, n.d.), which is a value Amnesty UBC would support. This common ground combines the target markets of the two companies and makes a sponsorship a great fit.

Sponsor Profiles



Allard School of Law

Peter. A. Allard is the Law School of the University of British Columbia and it is one of the top law schools in Canada. Allard derives its name from the notable donor Peter A. Allard, who gave the school \$30 million in 2015. This donation has actually dominated recent publicity for the Allard Law. Allard Law has been in the news lately for a lawsuit regarding not having the name of a key donor printed on some of its certificates (Schmunk, 2019). However, this lawsuit does not directly impact Allard's reputation as a promoter of social justice and therefore is not of major consequence to UBC Amnesty when considering Allard Law as a potential sponsor.

The dean of Allard Law is currently Catherine Dauvergne, an Allard alum herself. In her open welcome letter on the UBC website, Dauvergne highlights UBC Law's founding history against the backdrop of the end of WWII. She points out that "Those early years...coincided with a revolution in international human rights law and the emergence of international criminal law, two of the areas that are now vital to the global pursuit of justice" (Dauvergne, 2015). Due to UBC's historic founding and relationship with the emergence of international human rights law as part of its historical identity, it is in a unique position to sponsor human rights activist groups like UBC Amnesty.

In its vision statement, Allard states that it has "a commitment to the rule of law and access to justice" ("Allard School of Law Strategic Plan 2016-2021," 2016). Furthermore, one of its named "areas of excellence" is Human Rights Law ("Excellence at the Allard School of Law," 2019). The Faculty also states a commitment to "promoting the values of a just, civil and sustainable society" ("Excellence at the Allard School of Law," 2019). These values of rule of law and justice are synonymous with UBC Amnesty's overarching mission of promoting access to social justice and human rights. In fact, Allard's commitment to social justice is even reflected in their event space booking policy, where they state that it has the right to give preference to events that involve specific themes, including "the promotion of justice" ("Book a Room at Allard School of Law," 2019).

Keeping this in mind, Allard would be an excellent sponsor in terms of providing a space for the UBC Amnesty event to be hosted, or even a discount on the usual rental price. Furthermore, in their Strategic Plan Document, Allard Law lists one of their goals as: “Encourage the active reflection and discussion of diversity and equity in law school events and programs” (The UBC Law Strategic Plan, 2016). Sponsoring a conference run by Amnesty International to host a conference to educate students about equity regarding women’s reproductive health rights are arguably in line with this goal.

In the context of UBC Amnesty’s theme this year (Women’s Reproductive Health Rights), Allard has “Feminist Legal Studies” as another area of excellence (“Excellence at the Allard School of Law,” 2019). Aside from conducting academic research and teaching in this field, it has also proactively promoted the importance of feminist legal studies through special projects. In 2016, Allard partnered with the women-centred, legal non-profit West Coast LEAF in 2016 to create the Rise Women’s Legal Centre. The centre works to provide legal representation in family law to low-income women in the Lower Mainland (“Rise Women’s Legal Centre Opens,” 2016). In addition to this, Allard has established CFLS - a Centre for Feminist Legal Studies (“Peter A. Allard School of Law | The Centre for Feminist Legal Studies,” 2012). The CFLS has a blog, which contains posts like “Abortion in Canada: The Current State of Affairs” by Dawn Fowler, the Canadian Director of the National Abortion Federation in 2015. The post discusses the barriers women face when accessing abortion - a key part of their reproductive health rights - and advocates for institutional change (Fowler, 2015). These types of projects that Allard has previously engaged in shows a commitment to protecting women’s rights, which relates to the theme of the UBC Amnesty Conference.

Blume



Blume is a Vancouver-based brand that aims to provide organic period products as well as a space for safe discussion of puberty and period issues. One of the co-founders of Blume, Taran Ghatrora, is a UBC alum, having completed her Master of Laws at Peter A. Allard School of Law. Blume's previous name was Ellebox and its founders managed to secure funding on the entrepreneurship program Dragon's Den in 2016, pitching it as a subscription service for customizable period products (Edwards, 2019).

Blume re-branded in early 2018 and now carries its own line of not only menstruation products but also other self-care products like face wash and deodorant, all of which can be added into the online Ellebox subscription. Blume's image and news presence has been largely positive and recent news indicate that the startup has recently received \$3.3 million in seed funding, which shows a favourable reaction and confidence towards the company (Plana, 2019).

Blume's website constantly emphasizes their goal to not only supply self-care products that do not harm the body or the environment, but more importantly, to help girls understand and embrace womanhood. In Blume's own words, "[they're] building young women a safe space to learn, grow, and become their badass selves" ("Blume | Our Story," 2019). With the belief that "Education = empowerment" ("Blume University," 2019), Blume has a blog titled "Blume University" which offers tips and solutions to issues regarding puberty and periods, in addition to other general health and wellness topics. This aligns well with UBC Amnesty's conference since its purpose is also to educate, on the topic of women's reproductive rights, a topic that stems from women's health and wellness.



The Lazy Gourmet

The Lazy Gourmet is a Vancouver based catering service and event management company that is run by the formidable Susan Mendelson. Ever since she started the company in 1979 they have been dedicated to providing excellent experiences in food and hospitality and giving back to their community. Mendelson is described as a “passionate philanthropist and community supporter, [who] is involved in numerous charitable organizations” (“The Lazy Gourmet | About Us,” 2019).

Under her leadership, The Lazy Gourmet has not only cemented itself as one of the premier catering companies in Vancouver but also as an organization that supports several charitable initiatives, among which are the Dr. Peter Aids Foundation, Ovarian Cancer Canada and the Women Presidents’ Organization (“The Lazy Gourmet | Giving Back,” 2019).

They have also previously supported initiatives by UBC Sauder and CampOut (“The Lazy Gourmet | Giving Back,” 2019). As evidenced by their previous sponsorship history, the company is a frequent and avid supporter of women’s rights and of programs meant to uplift and provide a voice to today’s youth (“The Lazy Gourmet | Giving Back,” 2019). Amnesty UBC is about giving a platform and voice to young students who feel passionately about topics of human rights and social justice and at this conference will engage with the topic of women’s reproductive health. As such, The Lazy Gourmet could further extend their support towards women’s health and reproductive rights by providing UBC Amnesty’s conference with their catering services. It would continue to build the goodwill they have already established among the UBC community and could serve as a good marketing strategy designed to broaden their existing clientele.



Great Dane Coffee

The goal of Great Dane Coffee is to make great quality, in-house hot beverages, pastries and sandwiches using locally sourced ingredients and ethical farms. (Great Dane Coffee | Best Coffee on Campus, n.d.) They are a small company based only on UBC that specifically caters to UBC students. Because of the small size of their company, they do not have any sponsorship history with any non-profits or other companies, so a small sponsorship like the Amnesty International UBC Conference is a strong first sponsorship on their likely small budget.

Great Dane Coffee stands to benefit greatly from a sponsorship with Amnesty UBC. This event is a perfect opportunity for them to showcase their sandwiches, pastries and beverages to attract new customers. By sponsoring this event they will also boost their corporate social responsibility by sharing the fact that they are willing to support a local non-profit, especially one who they share the UBC campus with.

Strategic Recommendations

Recommendation 1: Sponsorship Targets

Based on past sponsorship records, Amnesty has only targeted very general businesses on UBC Campus such as food stores like Pearl Fever. Moving forward, Amnesty should target groups are more directly human rights or the conference's themes, as those companies are more likely to want to highlight their corporate social responsibility through these topics.

Recommendation 2: UBC Community Relationships

Stronger relations within the UBC Community that share the same target market as UBC Amnesty (e.g. IRSA, MUN, Allard Law) would also be beneficial as they are more directly accessible for UBC Amnesty.

Recommendation 3: Develop Sponsorship Benefits

Amnesty UBC should clarify and develop sponsorship benefits to create more incentive. They currently have social media accounts on Facebook, Instagram and Twitter, however these accounts are not as active as they could be. As social media promotion is one of the sponsor benefits that Amnesty UBC offers, a stronger social media presence would attract more sponsors to Amnesty in the future. Secondly, UBC Amnesty's sponsorship package currently does not address any possible tax credit benefits for sponsors. This may be a benefit worth investigating if possible. Finally, sponsors who make a substantial contribution (e.g., Gold or higher categories) will be given the option to be a speaker at the event so that they have the opportunity to market themselves to their target market. Corporations whose brands are very closely aligned to the conference theme (e.g., Blume) could even be invited as the keynote speaker.

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