Senate

of the

Student Government Association

of

The Johns Hopkins University

{ S. Bill. 18-19, 24 }

A Bill Delineating SGA Sponsorship & Branding Policy

INTRODUCED BY: SENATOR **PAVAN PATEL** OF THE **JUNIOR CLASS** AND SENATOR **JENNIFER BARON** OF THE **SENIOR CLASS** AND CONSIDERED THIS **29TH** DAY OF **JANUARY** IN THE YEAR **2019**

SPONSORED BY: SENATOR **AKSHAY BHAMIDIPATI** OF THE **SENIOR CLASS**
VICE PRESIDENT **AJ TSANG** OF THE **EXECUTIVE BOARD**

REFERRED TO THE SENATE BY THE COMMITTEE ON INTERNAL AFFAIRS WHICH RECOMMENDS ITS PASSAGE BY A VOTE OF 6 TO 0 WITH TBD ABSTENTIONS.

BE IT ENACTED BY THE SENATE OF THE STUDENT GOVERNMENT ASSOCIATION OF THE JOHNS HOPKINS UNIVERSITY ASSEMBLED THAT:

SECTION 1. TITLE.

This Act may be referred to as the "SGA Sponsorship & Branding Policy Act of 2019."

SECTION 2. DEFINITIONS.

a. SGA — The term “SGA” shall refer to the Student Government Association of The Johns Hopkins University.
b. JHU, Hopkins - The terms “JHU” and “Hopkins” shall refer to the Johns Hopkins University.

SECTION 3. FINDINGS AND PURPOSES.

a. Findings
    i. SGA typically is able to allocate $20,000 per academic year in additional support funding to co-sponsorships.
    ii. SGA typically co-sponsors or supports anywhere from ten to twenty events or programs throughout the academic year. These events typically request between $500 and $1500.
    iii. SGA typically requests that events for which it is a co-sponsor or allocates its own resources or funding include SGA’s logo or other SGA identifying materials. The presence of the SGA logo or other SGA identifying materials allow students to be more aware of the initiatives and programming that SGA supports.
    iv. However, there have been instances in which SGA’s logo or other SGA identifying materials are not present, which inhibits the SGA from fulfilling its mission of supporting student groups and being a platform for the exchange of ideas.
b. Purposes
    i. This bill sets terms to ensure that SGA’s logo or other SGA identifying materials are present at all initiatives or programs that the SGA co-sponsors with funding or other resources.
    ii. This bill helps to make aware the initiatives and programming that SGA supports.

SECTION 4. MANDATORY CO-SPONSORSHIP TERMS.

a. Student groups who receive co-sponsorship funding from the Senate must transmit their event or program’s draft marketing materials, with SGA logo or other SGA identifying symbol or name, to the Executive Secretary before the funding transfer can be processed by the Executive Treasurer. Final drafts should be submitted to the Executive Secretary at least one day before the event.
b. Student groups must request co-sponsorship funding at least 2 weeks prior to the event to ensure that funding, if approved, can be transferred in time for the event.
    i. If this standard cannot be met in a given co-sponsorship situation due to factors beyond the control of the student group, then the Finance Committee may vote by majority to waive this requirement.
c. Student groups should submit the following items to the Executive Secretary within the two weeks after their event or program:
    i. Photos of the event;

ii. An estimate of the number of students that the event served.

d. Student groups should submit the following items to the Executive Secretary no less than one week in advance of the event or program:
    i. Links to the Facebook event or other social media advertising of the event.
e. SGA will repost the photos mentioned in Section 4, Clause (b) on its social media in order to highlight the value of the co-sponsorship.
f. If the items mentioned in Section 4, Clauses (b) and (c) are not submitted to the Executive Secretary within two weeks of the conclusion of the event or program, future co-sponsorships with a given student group that involve funding may be evaluated under *probationary consideration*.
    i. Probationary consideration shall be a state wherein student groups requesting co-sponsorship funding or resources from the Senate shall have their requests for co-sponsorship funding or resources vetted by not only the Finance Committee, but also by the Internal Affairs Committee, the Student Services Committee, and the Executive Board.

SECTION 5. SGA BRANDING.

a. The SGA shall, upon transmission of funding to the co-sponsored event or program, make a social media post indicating SGA's support for the co-sponsored event or program, in addition to other marketing aid indicated in the original funding or co-sponsorship bill.

SECTION 6. SEVERABILITY.

Should any provision of this Act, an amendment made by this Act, or the application of such provision or amendment to any person or circumstance be held to be unconstitutional, the remainder of this Act, the amendments made by this Act, and the application of such provision or amendment to any person or circumstances shall not be affected thereby.

The Bill hereby _____ by a vote of ___ to ___ with ___ abstentions.

Upon passage, we have hereunto set our hands and caused the seal of the Senate to be affixed to this bill indicating the Senate's assent and thus officially designated the bill's adoption as law.

Signatures of Enactment:

_____

AJ Tsang
President of the Senate
Executive Vice President of the Johns Hopkins SGA

_____

Noh Mebrahtu
Executive President of the Johns Hopkins SGA

_____

Aspen Williams
Executive Secretary of the Johns Hopkins SGA

_____

Mi Tu
Executive Treasurer of the Johns Hopkins SGA

Ceremonial Signatures:

_____

Pavan Patel
Student Government Association, Senator (‘20)

_____

Akshay Bhamidipati
Student Government Association, Senator (‘19)

_____

Jennifer Baron
Student Government Association, Senator (‘19)