



## 'Canes Community Events – VIP Requests

### EXAMPLES OF VIP CONSTITUENTS

- Senior UM staff members (i.e. Deans, UM Athletic Coaches, etc.)
- UM faculty members (i.e. Professors)
- Board of Trustees
- President's Council members
- UM Alumni Association Board of Directors
- Former UM athletes
- High profile/celebrity individuals

### EXAMPLES OF VIP INVOLVEMENT WITH 'CANES COMMUNITY EVENTS

- Featured speaker
- Event MC
- Invited guest at event



## 'Canes Community Events – VIP Requests

### GUIDELINES

- All requests for VIP involvement must be submitted to your 'Canes Community's UM Alumni Association Regional Engagement Staff Liaison for review/approval.
- 'Canes Communities will be required to provide a detailed explanation for how they plan to utilize a requested VIP constituent at a proposed event in order to receive approval from the UM Alumni Association Regional Engagement Team. It is important to remember that VIP constituents often receive several requests from the University for their time and resources and it is important to ensure their involvement is being used in a strategic manner.
- If your 'Canes Community's VIP involvement request is approved, the UM Alumni Association Regional Engagement Team will determine the appropriate method of contacting the requested VIP constituent.
- Even if the requested VIP constituent is a personal acquaintance of a 'Canes Community Executive Board member, it is important to first notify your 'Canes Community's UM Alumni Association Regional Staff Liaison to determine the appropriate method of contact/involvement.
- After the requested VIP constituent's availability/desire to participate with the event is confirmed, the UM Alumni Association Regional Engagement Team will work closely with the VIP constituent and your 'Canes Community to confirm event logistics and event marketing specifics.