



The lines of TYY's company cooperation

Approved in a meeting of the Student Union Council on 25 Nov 2015.

Objectives

The company cooperation conducted by TYY intends to support TYY's finances, maintain connections particularly with the local economic life and provide benefits for TYY's activities and members. Company cooperation also contributes to supporting student culture, organisations' activities and promotion of interests in working life.

In the selection of cooperation partners, local companies and parties with a clear contact to students are emphasised.

TYY utilises its communication channels in a creative, diversified and target-oriented manner in order to serve as a link between the partner and members. The production of materials is primarily at the responsibility of the partner.

Distribution of work and decision-making power

The Student Union Council will decide on the objectives, authority and limits of company cooperation. "Lines of company cooperation" document will be updated at regular intervals.

The management and implementation of company cooperation is at the responsibility of the Executive Board Member responsible for company cooperation. New main cooperation partner agreements will be approved in the meetings of the Executive Board, while smaller agreements will be decided by the Member responsible for company cooperation. Campaign cooperation will be conducted together with the communication sector and in event-related cooperation with the cultural section.

If necessary, the work of the company cooperation sector can be delegated to a volunteer group or to a project worker. The Executive Board decides on the recruitment, and the Member of the Executive Board bears the main responsibility for the sector.

Implementation

1. Main cooperation partners

Main cooperation partners are emphasised in the company cooperation, and primarily several year contracts will be agreed with them. In the agreements with main cooperation partners, the obligations of each party, the value of the agreement and the corresponding visibility or other benefit provided will be strictly defined. Invoicing and campaigns included in the agreement will be separately agreed every year.

In their field, the main cooperation partners have the primary position in reserving marketing space.

2. Separate campaign cooperation

TYY may provide short-term visibility by conducting marketing campaigns in its communication channels in cooperation with suitable parties. The campaigns will be priced case-specifically on the basis of the period and available channels.



The realised campaigns should have a clear connection to students or TYY's organisations and it should not take too much space from TYY's or its organisations' communication in the communication channels.

3. Event-specific sponsoring

Realising traditional and other events may be supported by receiving donations or sponsor money in exchange for visibility in the event. Sponsorship agreement may also involve several events or the same event in several years. The main emphasis in obtaining sponsors for traditional events is on 1st of May and herring breakfast, and applicable actors can also be sold places in the opening carnival, if separately agreed.

Concluding agreements is at the responsibility of the main producer of the event in cooperation with the company cooperation sector. Sponsor visibility will be realised in a manner suitable for the event, and recruiting sponsors should not take away attention from other work related to the event.

Limits

Company cooperation and visibility is not provided for parties whose activities do not follow TYY's values, ethical or ecological sustainability.

Outside partner possibilities are at least weapon industry, gambling and fast loan activities and companies realising Israel's colonial policies.

The company cooperation aims at evading a significant contradiction between TYY's organisations or company cooperation conducted by Frank Ltd.