



Society for Learning Analytics Research (SoLAR) Guidelines for Event Sponsorship

Purpose

This document describes the requirements and procedures to request the support of SoLAR for the organization of events relevant to the field of Learning Analytics.

Actors

The main actors that participate in this process are:

- **Event Organizers:** These are the individuals interested in organizing the event with the support of SoLAR.
- **Liaison:** He or she is the person that will be the main contact point between the Event Organizers and the SoLAR Event Portfolio Committee.
- **Event Portfolio Committee:** They are a subset of the SoLAR Executive that evaluate the request for SoLAR support and review the event reports. Based on those evaluations and reviews, they recommend actions to the full SoLAR Executive.

Application Criteria

Sponsorship should be sought if the event fulfills all the following general criteria:

1. It is relevant for Learning Analytics research and/or practice
2. There are benefits for the event by being sponsored by SoLAR
3. There are benefits for SoLAR by sponsoring the event
4. SoLAR Members are encouraged to participate in the event organization
5. The Event Organizers agree to submit, through the Liaison person, a short report of the results of the event to SoLAR Event Portfolio Committee in the form a blog post or a press release
6. The Event Organizers agree to reference SoLAR in all references to the event (announcement, web site, press releases, etc.) within 30 days after the end of the event.
7. SoLAR Members are given a discount on the registration fee if a fee is required for participation at the event
8. The Event Organizers agree to provide, through the Liaison person, a copy of the proceedings or results of the event to the SoLAR Event Portfolio Committee for archiving.

9. The Event Organizers agree to display a banner of SoLAR at the event if required by SoLAR. The digital master design will be provided.
10. The Event Organizers agree to provide the participants with SoLAR dissemination materials if it is requested and provided by SoLAR. The materials and guidelines for presentation will be provided by SoLAR.

If the event requires financial support, additionally, the following criteria should be met:

1. The Event Organizers agree to provide a detailed tentative budget of the event at the time of the sponsorship request to SoLAR
2. The Event Organizers agree to provide a financial report of the event to SoLAR 3 months after the event

Support Levels

In general, there are several support levels to which an event could apply:

- **In-Cooperation:** The event can use the logo of SoLAR and mention SoLAR as a supporter of the event.
- **Dissemination support:** The event can use SoLAR communication channels to disseminate information strictly related to the event.
- **Keynote support:** SoLAR will contribute with the assistance of a distinguished member as keynote of the event with ticket and accommodation paid by SoLAR.
- **Financial support:** SoLAR will contribute with financial resources for the event.
- **Ownership:** SoLAR will take charge of organizing the event.

Other levels of support are possible by request of the event and the approval of the SoLAR executive committee.

Application Process

The process of application for SoLAR support is:

- The Event Sponsorship Form should be submitted electronically to the chair of SoLAR events.
- The application will be reviewed by the SoLAR Events Portfolio Committee and a recommendation will be made to the SoLAR Executive within 15 days.
- The SoLAR Executive will review the recommendation and will provide a decision within 7 days.
- The decision will be communicated to the applicant.

The SoLAR logo and all reference to SoLAR support should only be used by the event once the final decision is obtained. All use of SoLAR logos should follow the SoLAR branding guide which will be provided upon event approval.