

PARTNERSHIP WITH THE FACULTY OF ECONOMICS AND ADMINISTRATION OF MASARYK UNIVERSITY

The partnership breeds contact with:

- students,
- educational and research institution and their experts,
- the public.

The system of partnership is based on activities through which the partner enters the life of the Faculty and can therefore participate in its formation. The selection of activities and the extent of active participation in individual activities depends on the interest and capacity of the partner, and the character of a specific activity.

AREAS OF PARTNERSHIP

cooperation with students	cooperation leading to improvement in teaching and career development of students
support of research and science	support of the research activity of the Faculty
support of presentation activities	support in spreading the goodwill of the Faculty
support of infrastructure development	support of technical facilities development of the Faculty
support of student club activity	support of professional and career development of students

LEVELS OF PARTNERSHIP

I.	Strategic partner	from CZK 400,000 per year	support of at least five areas of activities (any number of activities)
II.	Distinguished partner	from CZK 150,000 per year	support of at least three areas of activities (any number of activities)
III.	Partner	from CZK 50,000 per year	support of at least one area of activities (at least one activity)

The total sum of money that a partner contributes to the system of partnership, and according to which they are categorised to a specific level of partnership, comprises support of individual activities. The value of individual activities is not determined. However, the minimum contribution to one activity is CZK 10,000. (The TopSeC project, the minimum contribution to which has been determined to CZK 50,000¹, is an exception.) The lowest level of “Partner” is available for the total contribution of CZK 50,000.

BENEFIT FOR THE PARTNER

By engaging in a particular activity, the partner receives specific assignment defined by the guarantor of that activity, e.g. contact with students, work on an assigned project, their own presentation related to a specific activity etc. **Apart from being involved in individual activities, partners gain OTHER BENEFITS in the form of THE PARTNER’S COMPANY NAME PRESENTATION.**

The Faculty of Economics and Administration (FEA) provides all partners without exception with:

- presentation of partner’s logo on the web with a click-through to their own online presentation,
- a press release in the FEA e-newsletter (twice per semester),
- publishing a notification on the FEA Facebook profile (twice per semester),
- publishing a notification on the LCD in the premises of the Faculty (twice per semester), with each notification published for up to two weeks,
- publishing a notification on the noticeboard designed for partner promotion (the frequency and length of the notification depends on availability of space)
- publishing a notification on the FEA commercial noticeboard (twice per semester, each notification published for up to two weeks)
- promotion of the partner in publications and FEA promotional printed material,

¹ The prices do not include VAT.

- promotion at representative and professional events of FEA,
- partner's logo on the board by the entrance to the building.

On the position of distinguished partner:

- branding of a lecture hall (the space is available for free, branding is created at the expense of partner with the support of the Faculty amounting up to CZK 10,000),
- promotion of the partner on the noticeboard.

On the position of strategic partner:

- branding of P1 lecture hall (paid for by the Faculty up to the amount of CZK 50,000),
- logo above the back entrance to the building.
- promotion of the partner on the noticeboard.

EXTRA SERVICES FOR PARTNERS

- discounted lease of the Faculty premises for partners - 70 percent off the price list.

Partners are regularly informed on the course of the activities they support.

Contact:

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