

Original Approval Date: January 25, 2016

Parent Policy: [Reputation and Relationship Management Policy](#)

Sponsorship Procedure

Office of Administrative Responsibility:	Marketing and Communications – University Relations Office of the Recording Secretary - Advancement
Approver:	Vice-President (University Relations) Vice-President (Advancement)
Scope:	Compliance with this university policy extends to all Academic Staff and Colleagues and Support Staff as outlined and defined in Recruitment Policy (Appendix A and Appendix B) in addition to third party contractors, visiting speakers, volunteers, professor emeriti, registered groups of undergraduate students, graduate students, and/or post-doctoral fellows organizing a university-sponsored event.

Overview

Sponsorship activities offer opportunities to build and reinforce relationships with external communities, particularly the business community, as well as, to diversify university revenue sources. In seeking or accepting sponsorships from non-university entities, the university recognizes that external support of its events, programs and activities in the form of sponsorship offers sponsors broad access to various audiences, and that access to such audiences is a valuable asset. The university also acknowledges that there is an inherent value to the sponsor in a visible relationship with a top Canadian research-intensive university. Finally, the university acknowledges that as a public university that serves the public good, its reputation is a valuable asset. To protect the image, identity and reputation of the university, sponsorship activities must be consistent with the university's mission and values.

This procedure applies to all sponsorship recognition of individuals or organizations

- on all leased and/or owned university property,
- at university events,
- of programs or groups (e.g. athletic teams), or
- in all university media (print or digital).

Purpose

Establish a framework and guidelines for the creation of appropriate and productive partnerships between the university and its sponsors (e.g. corporations, foundations, individuals and other non-government organizations). This procedure brings consistency in sponsorship recognition and practice, and proper reporting of sponsorship revenues.

PROCEDURE

In consideration of a sponsorship, the following principles must be followed:

- The sponsorship enhances the public image of the University of Alberta, and its reputation and standing. There should be no more than a minor risk that acceptance of the sponsorship may harm the university's reputation, due to the sponsor's identity or the identity of its affiliates. Before approving a sponsorship, Marketing and Communications will carefully consider the possible conflicts with the university's mission and values.

U of A Policies and Procedures On-Line (UAPPOL)

- There is no real or perceived **conflict of interest**, **conflict of commitment** or **institutional conflict** between the sponsor and the university.
- The specific sponsorship that is proposed, including monies, in kind services etc. must **benefit** the university and the sponsored event.
- The sponsorship benefits to be received by the sponsor correspond with the level of benefit which is received by the university from the sponsor.
- Sponsorship opportunities are to be non-exclusive; the university does not favour a sponsor in a particular industry sector to the exclusion of its competitors when approaching sponsors. In the event that the university wishes to offer an exclusive sponsorship, such as an exclusive media sponsorship, all risks should be considered and the benefits to the university must be commensurate to the exclusivity.
- The sponsor allows the university to use the sponsor's trademark in association with the sponsored event. The university does not grant a license of its own trademarks (which include the name and the logo) to a sponsor either in association with the sponsored event or for any other purposes of or uses by the sponsor.
- The following table outlines the various responsibilities and tasks required when considering a sponsorship:

	Single Sponsorship under \$5,000	Single Sponsorship \$5,000 or more	Total Value of all Sponsorship campaigns of \$10,000 or more
Unit submits sponsorship request form to Marketing and Communications prior to approaching potential sponsors and at least one month before event.	No but encouraged to consult at the faculty-level	Yes	Yes
Approval required by the Office of the Marketing and Communications	No	Yes	Yes
Review required by the Office of the VP (Advancement) prior to approval.	No (but encouraged to consult)	Yes	Yes
Signing Authority	Relevant Dean or VP (or delegate). For University-wide sponsorships: VP University Relations – agreements are sent to Marketing and Communications. The signatory has responsibility for sponsorship acknowledgement and contract stewardship. Faculties are encouraged to choose a single designate for all sponsorships.		
Acknowledgment and Stewardship	Relevant Dean or VP. For University-wide sponsorships : VP University Relations		
Sponsorship Agreement Required	encouraged to consult at faculty-level	Yes	only for individual contracts over \$5,000
Other Documentation Needed (<i>in case where no Agreement</i>)	Yes [any material or correspondence]	N/A	
Issuing of Business Receipt	Office of Advancement can issue business receipts for all qualified sponsorship transaction as long as they are fully approved by that Office before the execution of sponsorship activities. This office will make a determination of donation (gift) versus sponsorship for business receipt and counting purposes. The university does not issue business receipts for third party fundraising. Please send questions to RecSec@ualberta.ca		
Determination of Fair Market	Office of Advancement can assist with FMV as long as the Office is contacted in		

Value (FMV) / Benefits / Premiums	advance of the execution of sponsorship activities. Please send questions to RecSec@ualberta.ca
Determination of donation (gift) versus sponsorship for counting purposes	Office of Advancement. Please send questions to RecSec@ualberta.ca
Approval of sponsorship signage, logos, and other relevant marketing material	Marketing and Communications All sponsorship related signage, including digital signage, should be approved in advance by Marketing and Communications. The signage is consistent with the relevant university policies and procedures.

LIMITATIONS AND RESTRICTIONS

- The university reserves the right to accept or reject sponsors based upon alignment with the university's mission and values. The university will use its discretion in making such assessments. Sponsorships are available for approved university purposes only.
- This procedure is not meant to apply to philanthropic naming opportunities; these should follow the naming policy.

DEFINITIONS

Definitions should be listed in the sequence they occur in the document (i.e. not alphabetical).

Any definitions listed in the following table apply to this document only with no implied or intended institution-wide use. [▲Top]	
Sponsorship	A non-university entity provides funding to the university and, in return, receives advertising or promotion of its brand, products or services (or an equivalent benefit). * This definition has been adapted from the CRA definition.
Conflict of Interest	A situation in which there is or may be perceived to be a divergence between the private financial benefit or financial interest or personal benefit of a person, family member, or an outside party, and that person's obligations to the University, such that an impartial observer might reasonably question whether related actions to be taken or decisions made by the person would be influenced by consideration of the person's own interests.
Conflict of Commitment	A situation whereby the external or personal activities, undertakings or relationships of a person are so demanding or organized in such a manner or are otherwise such that they may interfere with the person's obligations to the University or to others or institutions that are separate from the University but to whom the person owes an obligation because of their relationship to the University.
Institutional Conflict	A situation in which the University, or an institution, has an existing relationship with a party with which the University or the institution proposes to enter into an activity such that an impartial observer might reasonably question whether the existing relationship might prejudice

	decisions of the University or an institution with respect to the activity.
Benefit	Any item or service provided to a sponsor in return for the sponsorship of a University activity, event, or program. Examples may include, but are not limited to, recognition/acknowledgment, event tickets, food and beverages, merchandise, or access to University services (i.e. meeting rooms, event material, etc.).
Total Value of Sponsorship Campaign	Total contribution (sponsorship) for a single event. There may be more than one sponsor for the same event. For example, three sponsors with a value of \$10,000 each sponsored an event. So the total value of sponsorship will be \$30,000.
Acknowledgment	Term used to signify the recognition of sponsorship support. Typical acknowledgment may include logo placement and/or sponsor information in the materials associated with a university event or activity being supported by the sponsor.
Donation	Term defined by Canada Revenue Agency as a voluntary transfer of cash or property to the university that is made without expectation of any benefit of any kind accruing to the donor or any individual or organization designated by the donor. A donation is eligible for an official charitable donation receipt issued by the Office of Advancement.

FORMS

Should a link fail, please contact uappol@ualberta.ca. [[▲Top](#)]

[Sponsorship Request Form](#)

[Sponsorship Agreement Template](#)

RELATED LINKS

Should a link fail, please contact uappol@ualberta.ca. [[▲Top](#)]

[CRA](#)

[Counting Practices for Philanthropic Support Procedure](#)

[Donation Acceptance policy](#)

[Financial Services Guide: General financial information: sponsorship revenue](#)

[Contract Review and Signing Authority Policy](#)

[Trademarks and Licensing Policy](#)

[Naming Policy](#)

[University Mission](#)