

Title: Sponsorship Policy	Number: 2.15.0617.1
Approved by the Board of Governors Date: June 20, 2017	Implementation Date: June 20, 2017
History: New Revised Approved by the Board of Governors: Scheduled Review Date: June 2019	Origin:

RATIONALE

The H. Lavity Stoutt Community College recognises that from time to time, its activities may be in need of, as well as may provide opportunities for persons and organisations external to the institution to support its programmes or other activities. Sponsorship of College activities is mutually beneficial to the College and the sponsor. For the College, it serves to improve the level of community involvement in the affairs of the College. For many external entities, sponsorships provides an opportunity for them to demonstrate, particularly in the case of private sector businesses, their corporate responsibility to the broader community. This policy provides guidance concerning how such sponsorships may occur by entities outside the College.

DEFINITIONS:

Sponsorship – any provision by which money, goods or services are provided to the College by an external person or organization.

Internal Entity – refers to any instructional department, administrative unit or recognised student organization within the College.

External Entity – any individual, business or organization that is not part of the College.

Acknowledgement – any form of recognition to an individual or organisation for a monetary or non-monetary support provided to the College.

Return Benefit – any item or service provided of a sponsor in return for the sponsor's support of a College activity.

Endorsement – any statement or depiction that may imply a preference for, or bias in favor of an external entity by the College.

Monetary gift – a cash donation or pledge of monies made to the College.

Gift-in-kind – a product or service donated, in lieu of cash, to the College

POLICY

It is permissible for any entity of the College to accept external support or sponsorship for its activities in keeping with this policy. Such support may be in the form of a monetary gift or a gift-in-kind.

Any external entity may provide support to the College or any of its entities for an event or activity, except otherwise stated in this policy.

The College has a right to decline a sponsorship. Such a decline may be indicated in those actual or perceived instances where the product, message, reputation or image of the sponsor may (a) be in conflict with the mission or policies of the College; (b) adversely affect the College's reputation; (c) appear to endorse a product, position, person or policy; (d) contain obscene, indecent or profane language; or (e) ridicule, exploit or demean classes or groups of people.

Sponsorship support from external entities where the source of the contribution to the College is derived from tobacco, alcohol or gaming activities must be reviewed and approved by the President.

Sponsorship support from entities where the source of the contribution is derived from, or associated with any illegal or criminal activities based on the laws of the territory or jurisdiction of origin cannot be accepted by the College.

Special guidelines apply when the College or one of its entities uses a sponsor's name and/or logo in acknowledging a sponsor. These guidelines are described in the College's *Use of the College Logo Policy*.

As a publicly supported entity, the College should be mindful of the value of sponsorships to external entities by its association with the College, and may not serve to unduly advance the interests of any sponsor.

Return benefits to a sponsor (e.g. tickets to College events, access to the College's library holdings, food and beverages, shirts, mugs, pens etc.) may not exceed ten percent (10%) of the estimated contribution provided by a sponsor.

The Director, Grants Planning / Management & Fund-Raising provides oversight for, is responsible for effective administration, coordination and compliance of the Sponsorship Policy.

PROCEDURE

To ensure that the College demonstrates a coordinated approach to its solicitation of sponsorships, as well as to ensure that that sponsors are treated in an appropriate manner, it is important that procedures related to the solicitation and acknowledgement of such entities.is implemented with the diligence and appreciation that are due these relationships.

Requests for Sponsors:

1. Any internal entity (including student organizations through their Advisors) may find it necessary to, and may take steps to solicit sponsorship for an approved College activity. The first step in this process is consultation with the Director, Grants Planning / Management & Fund-Raising. The Director will be helpful in such ways as the following:

- a. Review plans for solicitation of the sponsorship (s) in order to ensure that these are consistent with the Sponsorship Policy.
 - b. Analysing other options that might be more appropriate to supporting an activity,
 - c. Suggesting sponsors that may have not yet been considered; identifying sponsors who currently sponsor other College projects; sponsors who have been identified for other purposes, or even sponsors for whom an approach by the College may be ill-timed, or may be over-solicited;.
 - d. Providing pointers or helpful hints concerning approaches to potential sponsors.
2. It is important, in initiating communication with the potential sponsor, to prepare a letter or other written form of communication that summarizes relevant aspects of the activity – the purpose, description, duration, options that could be sponsored and any forms of acknowledgement that are planned. Any such material should be reviewed by the Director, Grants Planning / Management & Fund-Raising before it is provided to the potential sponsor.

Acceptance of Sponsorships:

1. Whether a sponsorship involves a monetary or in-kind contribution, and whether the contribution has been initiated by the College or an external entity, the receiving internal entity should prepare a Gift Intake Form and submit it, within 10 days, to the Director, Grants Planning / Management & Fund-Raising. This step will ensure that the contribution is acknowledged by the College in an appropriate form, that its amount or value is appropriately recorded; and that in the case of monetary gifts, that it is received and appropriately placed – together with any conditions specified by the sponsor – in the College's financial management system. It will also ensure that any conditions specified by the sponsor can be addressed and/or monitored to ensure the College's or department's compliance.
2. The internal entity should expect to be copied on, and made aware of the means for accessing funds that the sponsor has contributed.

External Use of the College and/or External Logo:

1. One form of acknowledgement of a sponsorship is use of the name and/or logo of an external entity by the College – typically its placement on advertising materials, mention on a programme etc. It will be important that the Director, Grants Planning / Management & Fund-Raising and Grants, Planning and Management assist by ensuring the communication required to obtain approval for, and receipt of a logo that ensures compliance with the sponsor. Guidelines for placement of external logos in relation to the College logo, in the case of partnership projects, are outlined in the College's Use of the College Logo Policy, which is available from the Director of Marketing, Communications and Public Relations.
2. A sponsor may be granted permission to use the College's name and logo. This, however, can occur only with the expressed written permission of the Director of Marketing, Communications and Public Relations. The Guidelines for external use of the College logo is also contained in the Use of the College Logo Policy,