



Policy Name	Sponsorship
Policy Number	E.3.1
Approval Body	President
Policy Sponsor	Vice President, Students & Community Development
Next Scheduled Review Date	February 2028
Effective Date	February 7, 2023

CONTEXT AND PURPOSE

Sponsorship activities offer partnership opportunities and/or strategic alliances with private, for-profit, or public entities. These alliances can generate both tangible and intangible benefits to the parties involved and provide important financial and marketing support for College programs, events and activities. These may include marketing, licensing, and business/community development opportunities for each party.

This policy establishes a framework for the creation of productive partnerships which enhance the quality of education and training for students, while ensuring the academic freedoms of the institution and its employees.

DEFINITIONS

College event: An activity conducted on College property or under the authority of the College at another location.

College property: College-owned and leased assets, including all land, green spaces, buildings, equipment, vehicles, signage units and official marks. This does not apply to assets leased to other related entities, including but not limited to the Students Union of VCC and McGregor's Child Care Centre.

College publications: All materials produced by or for the College.

Licensing: A contractual agreement that allows the use of College marks, images and words for approved applications in exchange for a royalty payment to the College.

Marketing Assets: Can be defined in three ways:

- Tangible – e.g. building naming rights, secondary naming rights, College events, programs, and physical spaces, visibility through advertising and signage, hospitality and publications.
- Intangible – e.g. exclusivity, intellectual property and association through Branding marks, logos, images and words.
- Tangible and intangible assets/benefits: include digital marketing, campus activations, showcasing opportunities, etc.

Sponsorship: Where an entity exchanges value (cash, value-in-kind, or both) for mutual recognition and benefit.

Value-in-Kind (VIK): In-kind contributions of goods, services, or time in lieu of cash.

SCOPE AND LIMITS

This policy applies to all sponsorship agreements:

- at College events;
- of programs/groups (e.g. music groups); and
- in College media communication (print or digital).

The types of sponsorships covered under this policy include but are not limited to:

- College-wide initiatives (e.g. career centre, student engagement)
- specific program areas (e.g. Automotive, Health, etc.), research, training, or study
- time-limited initiatives (e.g. contests)
- events (e.g. Fundraising galas, Skills competitions)
- in-kind sponsorships including, but not limited to, materials and equipment
- official supplier agreements that include value-in-kind partnerships
- licensing, advertising and cause-related marketing, which may be explored as components of sponsorship agreements

This policy does not apply to College sponsorships of external organizations or events.

POLICY PRINCIPLES

1. The College acknowledges that, as a public institution, its reputation is a valuable asset. To protect its image, identity and reputation, all sponsorship agreements will align and support the mission, mandate and strategic direction of VCC, and strengthen the College's brand.
2. The College must remain free to operate and to manage its academic and business affairs and activities without material influence from the Sponsor. Educational, training and research activities of the College and its employees will remain autonomous from any sponsorship or potential sponsorship agreements. The College will protect and defend academic freedoms, and all admission, graduation, curriculum, appointments, applied research and other educational decisions will remain independent.
3. While sponsorship should not be construed as an endorsement, the College will maintain a robust process for reviewing activities of current or prospective sponsors to ensure ongoing consistency with the College's values and mission. This includes but is not limited to partnerships that align with VCC's environmental practices or that promote environmental sustainability.
4. All approved sponsorships agreements will be documented through a contractual agreement and will clearly detail all marketing assets to be accessed and activities to be undertaken.
5. The College will not enter into sponsorship or advertising agreements with any entity that:
 - a. is in conflict with any applicable legislation or College policies
 - b. adversely affects the College's reputation
 - c. is considered to contain obscene, indecent or profane material

- d. acts in a contrary manner to the BC Human Rights Code
 - e. promotes tobacco, firearms, weapons, academic dishonesty, any product or service that may interfere with safety or security on campus, or is illegal
 - f. is for political purposes, including for elections or referenda; this does not preclude all-candidate debates/meetings open to the campus community
6. All sponsorship agreements containing advertising components must meet Ad Standards Canada guidelines including, but not limited to, the Canadian Code of Advertising, and the Gender Portrayal Guidelines.
 7. Sponsorship agreements will not contravene the College's Procurement policy and processes or principles of public procurement – openness, transparency, fairness and value for money.
 8. Sponsorship decisions will not result in a direct award or an entrenched vendor, either immediately or later.
 9. Approved sponsorship agreements will not provide influence or create a perceived or real impact on any future business opportunities with the College.

RELATED RESOURCES

Legislation

BC Human Rights Code, RSBC 1996 c 210

VCC Policies & Procedures

- A.3.6 Standards of Employee Conduct & Conflict of Interest
- B.3.3 Rental of College Facilities
- B.3.4 Space Allocation and Room Booking
- B.3.9 Use of College Supplies, Products, Services and Facilities
- B.4.1 Purchasing
- C.3.5 Education Service Contract
- D.2.2 Awards
- E.2.1 Named Recognition of Buildings, Endowments and Units
- E.3.1 Sponsorship Procedures

Other

Sponsorship Review Committee Terms of Reference