



PROCEDURES

Procedures Name	Sponsorship
Procedures 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

Sponsorship Opportunities

1. The College Advancement department is responsible for receiving all requests for revenue generation opportunities and directing requests to the appropriate area or committee for review and approval.
2. Departments who wish to engage in sponsorship opportunities, either by reaching out for sponsorships or responding to external requests, must contact College Advancement.
3. Each sponsorship proposal will be reviewed and approved on a case-by-case basis and will be assessed fairly and equitably.
4. All sponsorship opportunities are reviewed based on the following considerations including but not limited to:
 - a. Relative risk
 - b. Existing supplier agreements with the College
 - c. Potential Conflict of Interest
 - d. Alignment to the College mission, vision, and strategies
 - e. Relative value and leveraging opportunities
 - f. Increased awareness of the College
 - g. Enhancement of the College's image
 - h. Potential for scholarships and donations
 - i. Revenue potential
 - j. Improved community relations
 - k. International opportunities
 - l. Student employment opportunities
 - m. Capacity to fulfill the requirements of a sponsorship agreement
 - n. Length of term
5. Advertising opportunities that are included within a sponsorship proposal will be considered under this policy and are subject to review and alignment with the Canadian Code of Advertising, and the Gender Portrayal Guidelines.
6. Sponsorships are not a gift to the College and are not eligible to receive a charitable tax receipt.

Sponsorship Agreements

7. All sponsorship proposals will be established through a written agreement developed by the College Advancement department, in collaboration with relevant departments including but not limited to Marketing and Communications, Procurement Services, and Safety, Security and Risk Management.
8. College Advancement will maintain a roster of all sponsorships under \$25,000 and will report this list to the Sponsorship Review Committee and to the Senior Leadership Team on a regular basis.
9. All VIK related to sponsorship will be coordinated and evaluated for its value and use by College Advancement, before formal agreements are put in place.
10. The Sponsorship Review Committee will review sponsorship proposals with an aggregate annual value over \$25,000 and provide a recommendation to the Senior Team, who will make the final decision.
11. The SRC will invite specific departments or other College resources to provide input or feedback on proposals, as needed.

Termination of a Sponsorship Agreement

12. The College, through the contract arrangements, maintains the right to terminate a sponsorship agreement if the terms have not been met by the partner, the agreement is determined to be in violation of one or more of the policy principles or if the value to the College has been significantly reduced.
13. The College may terminate an agreement with a sponsor with appropriate notice where, in the opinion of the College, the activities or reputation of the business or organization has a negative effect on the character of the College or would bring harm to, jeopardize or damage the reputation of the College, as a result of activities or affiliations with the business or organization.
14. All contracts that are created with partner organizations for sponsorships will include a termination clause to ensure that each party is protected in the event that the partnership must end prior to the term of the agreement.

RELATED RESOURCES

Sponsorship Policy E.3.1