



Sponsorship

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Approved by:	Board of Governors
Contact:	Secretary to the Board (306) 790-5950 ext. 2100

Introduction

The purpose of this policy is to establish the framework and guidelines within First Nations University of Canada (FNUUniv) for the creation of productive partnerships between the University and the private sector (i.e. sponsorship alliances with corporations, foundations, individuals and other non-government organizations). It is recognized that such alliances can provide important financial and marketing support to potential partners of the University while at the same time generate additional revenues to support the University's mission and mandate.

Definitions

Consultation process: Means the provision of opportunity to contribute ideas and suggestions.

Sponsor: A sponsor is the individual or group that supports an event, activity, person, or organization financially or through the provision of products or services.

Sponsorship: A form of promotion where a partnership to support an activity or an event is formed from which the sponsor expects to derive tangible benefits

Policy

Principles

The following are the fundamental principles that shape our relationship with sponsors:

1. Sponsorship of FNUUniv or of any project, program, or event will not entitle any sponsor to influence any decision of FNUUniv.
2. The University will not enter into any alliance or partnership with any corporation or organization where the association with the prospective partner or acceptance of the sponsorship would jeopardize the financial, legal, or moral integrity of the university or adversely impact upon the University's standing and reputation in the community. All tobacco and alcohol sponsorships are prohibited.

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3. Sponsorships from private corporations and organizations differ from philanthropic gifts to the University in that they are negotiated on a quid pro quo basis and they require a fully-executed contract of agreement. For policies around the University's acceptance of philanthropic gifts, please refer to the University's Fundraising and Gift Acceptance policy.
4. All sponsorship alliances must be consistent with existing University policies.

Policy

5. Inasmuch as the University controls various venues suitable for the acknowledgement of sponsorship activities, it has an obligation to protect its good name and reputation, ensuring the integrity of its sponsorship venues and limiting its liability as a consequence of accepting sponsorships. Therefore, the University reserves the right to determine who may be a sponsor.
6. Sponsorships are considered inappropriate on recruitment materials, communications with students related to academic programming, course catalogs and schedules, campus landscape amenities, and within or on campus academic and general administrative or service buildings. Sponsorship activities carried on through the campus mail and E-mail systems must be in compliance with the policies governing those activities.
7. The University's acceptance of sponsorships shall in no way imply a direct affiliation between the University and its sponsors, and shall in no way include any perceived endorsement of the sponsors by the University or any of its agents. Use of the University's identity – its names and symbols – in association with a sponsor's identity must be in compliance with the University's visual identity standards and trademark licensing procedures.
8. All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.
9. It is important to assure a coordinated and strategic approach by the University to its corporate and philanthropic community. Therefore the University President must be informed of and give approval to all intended approaches before any sponsorship requests are made.
10. Sponsorship relationships with FNUniv must be identified and recorded in the University's fundraising database and reported annually to the Audit Finance and Risk Committee of the Board.
11. Promotional use of corporate logos and colours by sponsors are not permitted in any permanent or ongoing campus signage (e.g. building or area signage, sports fields, or score boards) and are for an agreed period, and in a form that is compliant with University policy.
12. Promotional use of corporate logos and colours may only be displayed in printed marketing materials such as brochures, invitations, flyers, and tickets. Promotional use of corporate logos and colours in banners or signage in conjunction with temporary exhibits or events may be used for a limited time period in conjunction with the sponsored event (i.e. within a few hours of the specific event's occurrence). These benefits must be clearly outlined in the written sponsorship agreement. Corporate identification and logos should always be displayed secondary in size and position to the University's branding. A description of the use of logos and colours must be included in the sponsorship agreement.

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13. The benefiting (sponsored) area must not, and must not appear to, unduly endorse the sponsoring company or its products.
14. Sponsors must not use the University's communications as a direct sales channel for their products or services.
15. In-kind sponsorship is the provision of goods or services to support or enhance a University event or activity where free promotion is received in return. To measure the value of in-kind sponsorship, the benefiting department or area of the University should consider the opportunity cost, that is, how much it would have cost the department if it had paid for the support provided. Such consideration should be given before the services or goods are accepted.
16. All sponsorships, whether cash or in-kind, will be embodied in written contractual agreements between FNUUniv and the sponsorship partner. No benefits will be provided to sponsors before such contract is fully executive. The President must be notified of sponsorship agreements before approval. Approval must be given by the President.
17. An external organization that uses University premises or facilities and wishes to display their own sponsorship signage during an event or exhibition will first obtain permission from the President. Permanent or ongoing signage which services the sponsorship of an external organization will not be permitted. Any inappropriate signage erected on University premises can be taken down and discarded at the University's discretion.
18. Sponsorship requests can arise out of the relationship University staff have with sponsors. This creates potential for appearance of conflict of interest. University staff progressing or approving a sponsorship proposal should therefore take care to declare any such potential for the appearance of conflict under the University Policy on Conflict of Interest.

Role and Responsibilities

19. This policy applies to all FNUUniv representatives (normally faculty, staff, students, and volunteers) who are involved in any aspects of acquiring sponsorships for any department/division, project/program, or Faculty of the University including the identification, cultivation, solicitation, and stewardship of prospective sponsors of the University.
20. For all sponsorships, there is to be a single point of contact between the University and the sponsor to manage the relationship

Consequences for Noncompliance

Sponsorship arrangements may not violate other university policies or procedures.

Processes

Sponsorship agreements must include the following clauses:

Description of the Sponsorship Alliance

The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemized in the contract.

Terms of Agreement: The dates for commencement and conclusion of sponsorship alliances must be included in the contract. All sponsorships should have a defined term with end date, at which time renewal of the sponsorship may be sought.

Signing Authority: One or more of the following must sign all contracts or agreements; the President of the university or the President's designate; the Vice President Finance and Administration.

Key Personnel: The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.

Limitations on and Approval of the Use of the University of the FNUUniv: The following clause limits the use of the University's name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: "Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representatives, of the other party."

Exclusivity: The University may wish to offer outright or industry exclusivity to a sponsor or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: "FNUUniv agrees that (name of sponsor) shall be the sole and exclusive sponsor of (name of initiative) for the term of this agreement."

Financial Terms and Schedule of Payments: The total value and the payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.

Obligations of the Parties to Each Other: The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.

Breach of Contract: Prior to initiating formal notification of breach of contract, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful, either party may notify the other of breach of contract in writing, sent by mail or courier, return receipt requested. Such notification will request a written response by a specific date. Non-compliance will constitute cause for dissolution of the contract.

Right to Discontinue the Sponsored Program or Event: When circumstances beyond the control of FNUUniv force the cancellation or substitution of a sponsored event or project, FNUUniv reserves the right to cancel without finding itself financially liable or in breach of contract.

Sponsorship Recognition: FNUUniv endorses a formal recognition program for sponsors, which is distinct from the marketing benefits connected with specific event sponsorships and which is also distinct from other University Donor Recognition Programs

Related Information

Identify related documents/information (acts, regulations, policies, strategies, procedures, forms, etc.)

- Sponsorship Agreement (under development)
- Document Title
- FNUNiv Conflict of Interest policy