



**UNIVERSITY OF DENVER  
POLICY MANUAL  
OUTGOING SPONSORSHIPS  
(UNIVERSITY IS THE SPONSOR)**

**Responsible Department:** Business and Financial Affairs  
**Recommended By:** SVC Business and Financial Affairs  
**Approved By:** Chancellor

**Policy Number**  
FINA 2.30.053

**Effective Date**  
5/\_\_\_/2024

**I. INTRODUCTION**

This Policy is designed to provide guidance to the University community on Outgoing Sponsorships, which are defined in Section IV below as a Sponsorship provided by the University to a non-University entity for an external event.

**II. POLICY OVERVIEW**

**A. All Sponsorships must:**

1. Align with the University's mission to pursue excellence and inclusiveness;
2. Be approved, as provided herein, prior to the acceptance/distribution of funds (an Outgoing Sponsorship request will not be approved after an event has occurred);
3. Be expressed in writing;
4. Comply with applicable local, state, and federal laws and regulations as well as University policies; and
5. Meet the criteria established by University's [trademark policies](#).

**B. Sponsorships may not:**

1. Involve the Sponsorship of individuals, including employees or individuals running for political office, for their participation in a personal fundraising activity or event.
2. Utilize symbols or copyrights not owned by the University, unless written permission is obtained from the owner of said symbol or copyright.
3. Contain obscene, indecent, profane or other material that is inconsistent with University policies.
4. Promote firearms, tobacco, marijuana, or illegal goods or services.
5. Be paid as a 'gift-in-kind' or Charitable Gift for which only an Acknowledgement is received.
6. Violate the University's Conflict of Interest policy (See Policy AUDT 3.20.060 – *Conflicts of Interest*).

- C. The University does not partner with sponsors or organizations who are engaged in, or have a documented history of, discrimination. The University prohibits Sponsorships and advertising materials which ridicule, exploit, demean, or marginalize persons on the basis of race, color, national origin, sex, religion, age, disability, gender, pregnancy, gender identity, gender expression, sexual orientation, predisposing genetic characteristics, marital status, familial status, veteran status, military status, domestic violence victim status, or criminal conviction status.

### III. PROCESS OVERVIEW

- A. Any Outgoing Sponsorship, the monetary value of which is more than \$5,000, must be approved by the Office of the Provost in consultation with the Office of Business and Financial Affairs.
- B. When requesting approval for an Outgoing Sponsorship, the Department Head must detail the nature of the project, event or service being sponsored, and describe how the Outgoing Sponsorship benefits the University and supports its mission. The request must identify a tangible benefit to the University that can be assigned a monetary value.
- C. Once submitted, the Provost (or designee) in consultation with the Senior Vice Chancellor for Business and Financial Affairs (or designee) will review the Outgoing Sponsorship request and provide approval/denial. Once approved, the request and approval documentation should be attached to the purchase requisition (PR) in Workflow.

### IV. DEFINITIONS

- A. **“Acknowledgement”** means a statement or sign of recognition of Sponsorship support. A typical acknowledgement may include Sponsor logo placement or Sponsor information in materials associated with an event or activity being supported by the Sponsor.
- B. **“Advertising”** means a paid service that includes messages that contain qualitative or comparative language, price information, an endorsement, or an inducement to purchase, sell, or use the advertiser’s products or services.
- C. **“Benefit”** means any item or service provided to a Sponsor in return for the Sponsorship activity, event, product, or program. Examples may include, but are not limited to, acknowledgement, event tickets, food and beverages, merchandise, or access to University services (e.g., meeting rooms, job boards), or access to students, faculty, or staff.

- D. “Charitable Gift”** means a voluntary transfer of money, services, or property from a donor without expectation of a direct economic benefit or provision of goods, services, technical or scientific report(s), or intellectual property from the recipient. An acknowledgement of Charitable Gifts can include signage, websites, programs and materials.
- E. "In-Kind Sponsorship"** is a Sponsor's provision of goods or services to support or enhance an event, activity, project or program in return for the Sponsor's name being associated with the event, activity, project or program (i.e., recognition as a Sponsor).
- F. “Sponsor”** means an external entity that provides money, goods, and/or services to the sponsored entity in exchange for Acknowledgement or another benefit of the Sponsorship.
- G. “Outgoing Sponsorship” or “Sponsorship”** for purposes of this Policy means a Sponsorship provided by the University to a non-University entity for an external event. Outgoing Sponsorship of an event or activity can be comprised of in-kind support, financial support, or a combination of both. Examples of in-kind support include:
- access to University facilities – tutorial rooms, lecture theatres, halls
  - academic or professional expertise
  - promoting or advertising in a University publication

**V. RESOURCES**

**A. University Policy FINA 2.10.032 – *Contract Management***

Revision Effective Date	Purpose