I. INTRODUCTION

This Policy is designed to provide guidance to the University community on Sponsorships and Solicitation.

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. A 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 policy (See Policy ATHL 6.10.030 - University Trademarks).

B. Sponsorships may not:

1. Involve the Sponsorship of individuals, including employees, 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, or illegal goods or services.
5. 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.

D. Sponsors and advertisers promoting age-restricted goods must align with the event content and maturity of the target audience.

E. Potential Sponsors should not offer services that conflict with services currently being offered by the University. The University reserves the right to select or reject Sponsors.

F. Persons not employed by the University, or who are not otherwise authorized by the University pursuant to this Policy, are prohibited from Soliciting funds or signatures, distributing Materials or gifts, offering to sell merchandise or services, or engaging in any other Solicitations or similar activity on University Premises.

G. Except with respect to those Sponsorships administered by the units identified in Section III.A. below, all Sponsorships must be approved by the Office of the Provost in consultation with the Office of Business and Financial Affairs.

III. PROCESS OVERVIEW

A. The processes set forth in this Section III do not apply to the following departments that currently have processes for implementing this Policy specific to their Department or College:

1. Advancement (Charitable Gifts).
2. Office of Research and Sponsored Programs (Sponsored Projects);
3. Daniels School of Business (“DCB”) when they seek Sponsorships for DCB initiatives and programs;
4. Newman Center for the Performing Arts for Sponsorships of Newman Center programs and events; and
5. Department of Athletics when they seek Sponsorships for Athletic assets.

B. Incoming Sponsorships:

1. As a prerequisite to recognizing a Corporate or Non-profit Sponsor, the University department or Recognized Student Organization (“RSO”) seeking Sponsorship or Advertising for the event, activity, project or program must satisfy the following requirements:

   a. Complete and submit the Sponsorship Request Form before
Soliciting potential Sponsors.

b. The Sponsor must provide funding for a Funded Sponsorship, or In-Kind goods or services for an In-Kind Sponsorship, to support or enhance the event, activity, project or program.

c. Sponsors must enter into a Sponsorship Agreement for each Sponsorship on a form approved by the Office of General Counsel. A Sponsorship Agreement is a contract subject to University Policy FINA 2.10.032 – *Contract Management*. The Sponsorship Agreement must be fully executed before the sponsored event, activity, project or program takes place.

d. Any use of the Sponsor's logos must be addressed in the Sponsorship Agreement. Sponsor identification and logos must always be secondary to the University's branding in size and position.

e. Sponsors must not use University communications as a direct sales channel for their products and/or services.

2. Sponsorship of a University program, activity, or event does not automatically give the corporate entity the right to use University trademarks, names, or logos. Approval for any use of University trademarks or logos must be sought from, and is subject to the requirements of, the University’s Marketing and Communications division. (See [Trademark Policies](#)).

3. IRS Rules: Sponsorship and Advertising payments may be subject to Unrelated Business Income Tax (“UBIT”) under the Internal Revenue Code.

C. Outgoing Sponsorships:

1. Complete the **Sponsorship Request Form** at least 30 days prior to the event or sponsorship deadline. A monetary value must be assigned to each tangible benefit received by the University. A request for an Outgoing Sponsorship must state how the Sponsorship benefits the University and supports its mission.

2. Sponsorships may not be paid:

   a. To individuals, including employees, for their individual participation in a fundraising activity of event

   b. As a 'gift-in-kind' or Charitable Gift for which only an Acknowledgement is received.

3. The Department Head must detail the nature of the project, event or service being sponsored, and describe how the Sponsorship benefits the University and supports its mission.
4. Once submitted, the Provost (or designee) in consultation with the Senior Vice Chancellor for Business and Financial Affairs (or designee) will review the Sponsorship Request Form and provide approval/denial. Once approved the request and approval notice should be attached to the purchase requisition (PR) in Workflow.

D. Solicitation:

The University prohibits Solicitation on University Premises except as authorized under this Policy.

1. Students.

Any Solicitation undertaken by a student, registered student club, or RSO must be approved by the Office of Student Affairs and Inclusive Excellence ("SAIE"), conducted in compliance with the Student Handbook and procedures established by SAIE, and comply with all applicable laws and University policies.

2. Employees

Employees may not engage in solicitation of any kind during such the employee’s work time or the work time of other employee(s). Employees may not distribute or post materials in a work area of the University at any time, including during non-work time. Work time does not include breaks, meal periods, or other periods during which an employee is not required to perform their job duties. See University Policy HRIC 3.10.030 – Hours of Work for Staff.

3. Third Parties, Corporations and Non-Profit Organizations.

Solicitations are not permitted on University Premises, or using University resources or systems (See University Policy 13.10.010- Use of Computer and Network Systems), except:

a. University-authorized charitable giving campaigns (Note: any charitable organization that wishes to solicit funds for a charitable donation must be sponsored by a RSO, faculty member, or employee);

b. Non-University entities or vendors are permitted to access the University in connection with periodic vendor fairs, career fairs, table rentals, and Sponsorship agreements organized by career offices at the University; or

c. With the prior written permission from the Senior Vice Chancellor of Business and Financial Affairs.
4. Solicitations on University Premises must:
   a. comply with University policies;
   b. not infringe on the rights of individuals;
   c. not physically obstruct normal pedestrian or vehicular traffic flow;
   d. not create excessive noise, trash, or disturbance at the site or adjacent areas;
   e. not interfere with classes, scheduled meetings, University operations, or athletic events;
   f. not damage, deface, or litter University property;
   g. clearly identify the hosting University entity;
   h. not include distribution of information on the windshield of vehicles on campus; and
   i. not be door-to-door (door-to-door Solicitation is not permitted anywhere on University Premises).

IV. DEFINITIONS

A. “Acknowledgement“ – 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” - 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” - 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” - 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. ”Funded Sponsorship“ is a Sponsor's provision of funding to support or enhance an event, activity, project or program in return for the Sponsor's name/logo being associated with the event, activity, project or program (i.e., recognition as a Sponsor).

F. ”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).

G. “Materials” means handbills, flyers, posters, pamphlets, petitions, and the like of any kind.

H. “Corporations and/or non-profit organizations” mean third-party entities that are not legally affiliated with the University.

I. “Solicitation” or "Soliciting" shall include: peddling or otherwise selling, purchasing or offering goods and services for sale or purchase, distributing advertising materials, circulars or product samples, or engaging in any other conduct relating to any outside business interests or for profit or personal economic benefit on University property or using University resources without University approval, canvassing, seeking to obtain membership in or support for any non-University organization, requesting contributions, and posting or distributing handbills, pamphlets, petitions, and the like of any kind on University property or using University resources (including without limitation bulletin boards, computers, mail, e-mail and telecommunication systems, photocopiers and telephone lists and databases).

J. “Sponsor” - an external entity that provides money, goods, and/or services to the sponsored entity in exchange for Acknowledgement or another benefit of the Sponsorship.

K. “Sponsored Project” - A grant, contract, cooperative agreement, sub-grant, subcontract, consortium agreement, purchase order, or memorandum of understanding that formalizes the transfer of money or property from a Sponsor in exchange for specific activities (e.g. research and development, instruction, public services etc.) and may require specific deliverables such as a detailed financial and/or technical reporting by the recipient. For more information on Sponsored Projects, see Office of Research and Sponsored Programs.

L. “Sponsorship” can be an Incoming Sponsorship or an Outgoing Sponsorship.

1. **Outgoing Sponsorship**: A Sponsorship provided by the University to a non-University entity for an external event. Outgoing Sponsorships must:

   a. align with and support the University mission, and
   b. align with the University brand (logo, trademark, etc.).

   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

2. **Incoming Sponsorship**: The provisioning of funds, goods or services received by the University from a non-University entity. Incoming Sponsorships are classified as Qualified, Non-Qualified, or Procurement.

   a. Qualified Sponsorship: funds, goods or services received by the University from a non-University entity in support of one or more mission related-activities, events or programs that is not subject to Unrelated Business Income Tax (UBIT). A Qualified Sponsorships must:

      i. Not provide a substantial return benefit to the non-University Sponsor
      ii. Not be contingent on the level of attendance

   b. Non-Qualified Sponsorship: funds, goods and/or services received by the University from a non-University entity that provides a Substantial Return Benefit to the Sponsor or contains qualitative statements in support of the Sponsor. Non-Qualified Sponsorships may be subject to UBIT and/or qualify as Procurement.

   c. Procurement: When a Sponsor provides a Gift-in-Kind of goods or services to the University that would ordinarily be obtained through the purchasing system, it has the potential to be seen as circumventing purchasing requirements. If the return benefits provided to a Sponsor are valued at:

      i. $5,000 or less, the transaction is exempt from purchasing requirements.
      ii. More than $5,000, and the value of the return benefits provided to the Sponsor is 10% or less of the value of the goods or services provided by the Sponsor, the transaction will still qualify as a Sponsorship and not a purchase.
      iii. More than $5,000 and exceed 10% of the value of the goods or services provided by the Sponsor, then the purchasing rules apply to the transaction.

M. "University Premises" includes, but is not limited to, all indoor and outdoor common and educational areas, all University-owned, leased, or operated facilities, any recognized fraternities and sororities, University-owned or operated housing, campus sidewalks, campus parking lots, recreational areas, outdoor stadiums and University-owned or leased vehicles (regardless of location). It does not include municipal property that goes through or is adjacent to campus, such as sidewalks or alleys.
V. RESOURCES

1. Athletics Department (for Sponsorships related to athletics and recreation promotion)

2. Division of Marketing & Communications

3. Advancement Office (for Charitable Gifts)

4. Office of Research and Sponsored Programs (for Sponsored Programs)

5. University Policy 13.10.010 - Use of Computer and Network Systems

6. University Policy FINA 2.10.032 – Contract Management

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SPONSORSHIP REQUEST FORM

*Required Information

**Contact Information**

Name*

First Name*

Last Name*

Department/Unit name*

Email*

Phone*

**Type of Sponsorship:**

Check which applies*

☐ **Incoming Sponsorship** - funds, goods or services *provided to the University* from a non-University entity.

☐ **Outgoing Sponsorship** – a Sponsorship *provided by the University* to a non-University entity for an external event

**Sponsorship or Advertising Details**

Title of event, project or program*

Purpose of event, project or program*

Date of event, project or program*
Location of event, project or program *

List names of key faculty and staff involved *

Frequency of event, project or program *

Is this a first-time event, project or program? *
☐ Yes ☐ No

Number of participants expected *

Approximate total budget for the event, project or program *

What type of sponsorship or advertising support is expected? *
☐ Cash ☐ In-kind merchandise (e.g., food, advertisements, event space, services, other consumables)

Fields or industries appropriate to the event, project or program *

Identify specific companies you are considering soliciting and describe the nature of any existing relationship you may have with each company *

Is your event, project or program dependent upon sponsorship or advertising support to succeed? For example, what will happen if your sponsorship or advertising goal is not realized? *
Financial Information Details
What other funds will be utilized to support the event, project or program, in addition to sponsorship or advertising? Check all that apply *
☐ Grants or awards ☐ Dean's office funding ☐ Donations ☐ Fee Revenue (all fees must be approved by Financial Management) ☐ Not applicable

Approvals
Who has approved your event, project or program? Check all that apply *
☐ Unit director ☐ Chair ☐ Dean ☐ Vice Chancellor ☐ Vice Provost ☐ Unit Business Officer (UBO) ☐ None
Name of your Unit Business Officer (UBO) *