

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*).

- 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