

SPONSORSHIP

Approval Authority	President
Responsible Executive	Vice-President, Community Engagement
Related Policies / Legislation	BPD-210 Board of Governors Policy Direction on Philanthropy and Gift Management BRP215-02 Board Policy on Naming of Buildings, Spaces and Facilities 15 Selling, Serving and Advertising Liquor 130 Purchasing and Competitive Bidding 132 Use of University Space 152 Fundraising Priority Setting and Approval 228 Gift Acceptance

PURPOSE

This policy is to coordinate sponsorship activity at UFV to ensure alignment with the university’s mission and strategic goals, and to maximize sponsorship benefits and results for UFV and its partners.

SCOPE

This policy applies to all departments or individuals (faculty, staff and students) who are involved with sponsorships of any kind for UFV. This includes any aspects of both incoming and outgoing sponsorships, including the identification, cultivation, solicitation and stewardship of prospective or current sponsors.

DEFINITIONS

In this policy, the following definition applies:

Incoming sponsorships: Sponsorships that provide cash and in-kind payments for appropriate university initiatives, events and activities.

Outgoing sponsorships: Provision of funds, in-kind payments, or endorsements by UFV.

Sponsorship: a cash and/or in-kind fee payment wherein some benefit, usually advertising or other forms of promotion to a maximum value of the payment, is received in return by the sponsor.

POLICY

UFV recognizes and endorses sponsorship as an effective means to partner with organizations to achieve mutually beneficial outcomes. As part of its revenue generation strategy, UFV seeks to attract incoming sponsorships to provide cash and in-kind payments for appropriate university initiatives, events and activities. UFV recognizes that certain external sponsorship opportunities (outgoing sponsorships) are an avenue for the university to engage directly with the communities we serve, and to

receive positive exposure.

To ensure sponsorship opportunities and initiatives are coordinated at UFV, any unit pursuing either incoming or outgoing sponsorships must consult with the University Relations department.

Sponsorships will be considered on the basis of the following principles:

- Sponsoring organizations must align with (not detract from) the university's mission, values and strategic goals.
- Sponsorship opportunities must align with UFV's foundational plans, budget, and department plans, and receive approval by the senior administrator.
- Sponsorship of UFV will not entitle any sponsor to influence any academic or business decision of the university.
- University funds may not be used to make contributions to a registered political party, a registered riding or constituency association, or a registered political candidate.

REGULATIONS

Benefits offered to sponsors must be respectful of campus advertising policies and agreements, agreements with other UFV partners and sponsors, and other applicable policies and approval procedures.

Funds provided to the university through sponsorships are not eligible for charitable income tax receipts, in accordance with Canada Revenue Agency Regulations and Guidelines. A sponsorship is not a donation.

It is the responsibility of the University Relations department to:

1. Oversee securing partners for sponsorship opportunities at UFV to ensure consistent valuations and a coordinated approach. Individual departments may work to secure and manage relationships with sponsoring organizations, with the approval of their senior administrator, in collaboration with the Vice-President, External, or designate.
2. Oversee UFV-funded sponsorship opportunities with external organizations to ensure a coordinated approach. Individual UFV departments may sponsor external events and initiatives directly, with the approval of their senior administrator, in consultation with the Executive Director, University Relations, or designate.

University Relations will review significant, high value (\$10,000 or greater) sponsorship opportunities with the President.
