

## POLICY

<b>Policy Title</b>	Sponsorship, Donations & Attendance for External Events
<b>Policy Holder</b>	Advancement & External Relations
<b>Policy Approver(s)</b>	Senior Team
<b>Related Policies</b>	Art on Campus Gift Acceptance Gifts in Kind Potential Donor-Sponsor Clearance Naming
<b>Related Procedures</b>	Art on Campus Gift Acceptance Gifts in Kind Potential Donor-Sponsor Clearance Naming Sponsorship, Donations & Attendance for External Events
<b>Appendices</b>	
<b>Storage Location</b>	<a href="https://www.confederationcollege.ca/policies-and-procedures">https://www.confederationcollege.ca/policies-and-procedures</a>
<b>Effective Date</b>	2025-03-14
<b>Next Review Date</b>	2028-03-14

### Purpose

The purpose of this policy is to provide clarity regarding what type of support Confederation College will provide to external events through sponsorships, registration and ticket purchases.

### Scope

Confederation College plays a central role in our community. As such, the college receives many requests for sponsorships, donations (cash or gift-in kind) and attendance in support of external events and organizations from business, industry, government organizations and private individuals. These events provide value in both promoting the college and in building key relationships within the community. However, attendance or support of these many requests

also constitutes a significant expense to the college. The intent of this policy is to ensure best use of available funds through a clear, concise policy.

## Definitions

**Donor:** A person or entity making a Gift to the college.

**Gift:** Any voluntary transfer of real or personal property, including in kind property, from individuals, organizations, or other sources (“donor”) to the college. A gift is made without expectation of return or benefit to the donor or any individual or organization designated by the donor because of acceptance of the gift.

**Gift In Kind:** Also known as non-cash gifts, can be gifts of real property or other tangible or intangible items such as artwork, equipment, securities, cultural or ecological property. Note: per the Canada Revenue Agency, a contribution of service, that is, of time, skills or efforts, does not qualify for charitable receipt.

**Policy:** Means this Sponsorship, Donations & Attendance for External Events policy and all its related procedures as amended from time to time.

**Registration:** The fee that is paid for attendance at an event. This could be a ticket price, table cost or team registration fee.

**Reputation:** Overall quality, character or perceived integrity as seen or judged by the Board of Governors or its delegates.

**Restricted Gift:** A Gift must be used for a specific purpose, directed by the Donor and agreed upon by the college. Sometimes referred to as designated. Undesignated or unrestricted Gifts may be used for any legal purpose the college deems appropriate.

**Sponsorship:** Support that is given (either cash or gift-in-kind) to support an event in return for public recognition and brand promotion.

## Governing Laws and Regulations

[Registered Charities and Income Tax Act.](#)

## Policy Statements

### 1. Criteria for Support

- 1.1. Support for events and organizations through sponsorship or attendance (ticket purchases) will be considered based on both the available sponsorship dollars and the fulfilment of one or more of the following criteria (listed below in order of priority):
  - 1.1.1 Proceeds of the event come back directly to support Confederation College and its students.
  - 1.1.2 Proceeds of the event support students through external initiatives.
  - 1.1.3 The event is being organized/heavily attended by key stakeholders and donors with whom Confederation College is currently seeking to build/steward partnerships.
- 1.2 In all cases, the benefits of sponsorship and/or attendance of the event must exceed the monetary and resource costs. This includes the combined total of all types of support given to a specific event (e.g. gift in kind, cash). It is the expectation that benefits be given to the College for their support at the same level as any other corporate sponsor.
  - 1.2.1 Requests for funding of individuals or groups to travel to and/or attend out of town events/conferences will not be considered through the sponsorship fund.

### 2. Cash Sponsorships

- 2.1. Cash sponsorships will be considered for community events according to the criteria for support.
- 2.2. The Department of Advancement, in consultation with historical data and/or the Senior Team, will respond to sponsorship requests. Sponsorship requests over \$2,500 must be preapproved by the Senior Team.
- 2.3. Sponsorship fees will be paid by the Department of Advancement through the sponsorship budget held under their operating budget.
- 2.4. Organizations/groups who receive sponsorship must provide recognition to Confederation College. Sponsorship recognition should include College logo and/or acknowledgement of the College in print/electronic advertising/promotional material, verbal acknowledgement, College display/signage at event and/or sponsor passes to event for Confederation College delegates. Where logos or other marketing materials are required the Advancement Department will connect the event organizer directly with the Marketing Department to ensure that brand guidelines are met.

- 2.5. The Advancement Department will maintain a record of approved sponsorships and dollars spent and will review this list annually as part of budget planning.

### **3. Cash Donations**

- 3.1. Cash donations will be considered for community events according to the criteria for support.
  - 3.1.1. While the College does on occasion provide support to other organizations, internal support will always take priority over external support.
- 3.2. The Department of Advancement, in consultation with historical data and/or the Senior Team, will respond to donation requests. Donation requests over \$2,500 must be preapproved by the Senior Team.
- 3.3. The Advancement Department will maintain a record of approved donations and dollars spent and will review this list annually as part of budget planning.

### **4. Attendance at Events**

- 4.1. The attendance of Confederation College staff at events can occur through ticket purchases and/or a benefit of a sponsorship package.
- 4.2. Requests to purchase tickets (individual, table or team registration) will be evaluated using the criteria for support.
- 4.3. Consideration will be given to registering a half table or team as a method to both cut costs and encourage networking with other attendees.
- 4.4. Attendance/sponsorship fees are processed by the Department of Advancement with funding from the sponsorship line held under their operating budget.
- 4.5. The Advancement Department will coordinate attendance. Invitations to attend will be extended to a combination of management, administration, volunteers and faculty as appropriate, based upon the linkage between the role the attendee plays within the College and the host event/organization.

### **5. Gift-in-kind Support**

- 5.1. The College receives requests for gift-in-kind support throughout the year. This support may be requested for events and activities both on and off campus.
- 5.2. The Advancement Department must be notified of any requests for gift-in-kind support. This allows for tracking of community partner engagement for stewardship purposes.
- 5.3. Requests for gifts in-kind will be approved by the director/management of the directly affected department based upon the criteria for support and the overall impact of granting such a request. (Example: items not needed elsewhere, potential for damage, spreading resources too thin).

- 5.4. It is the expectation that gift-in-kind contributions be recognized as sponsorships/donations and benefits be given to the College for their support in the same manner as any other corporate supporter at a similar level. Recognition may include the College logo and/or acknowledgement of the College in print/electronic advertising/promotional material, verbal acknowledgement, College display/signage at event and/or sponsor passes to event for Confederation College delegates.

## Non-Compliance

If this Policy is not followed, it could lead to legal and ethical issues, misallocation of funds, and potential harm to the college's reputation. It may also result in financial penalties, loss of donor trust, and jeopardize future fundraising efforts, ultimately impacting the support and resources available for our students and programs.

## Revision History

Version	Change	Author	Date of Change
Original		Department of Advancement	2021-09-19
V2	Updated to new template	Department of Advancement	2025-03-19