

PROCEDURE

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

Purpose

The purpose of this procedure is to provide clarity regarding what steps need to be taken when requesting support on behalf of Confederation College to external events through sponsorships, registration and ticket purchases.

Scope

This procedure applies to all members of the Confederation College community who may be involved or become involved with external events, or sponsorships.

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 the 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 enrolment 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.

Governing Laws and Regulations

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

Procedure Statements

1. Attending an External Event

- 1.1. When attending an external event permission from the employee’s supervisor in writing must be obtained before approaching the Department of Advancement and External Relations.
- 1.2. Employees attending an event on behalf of Confederation College are expected to:
 - 1.2.1. Prior to the event:
 - 1.2.1.1. Get permission from their supervisor to attend events during normal work hours; and

1.2.1.2. notify the Advancement Department as soon as possible if they are unable to attend.

1.2.2. During the event:

1.2.2.1. Wear their college nametag and distribute business cards as appropriate;

1.2.2.2. network with community members, promoting the College, programs and initiatives; and

1.2.2.3. present themselves with professional conduct and attire.

1.2.3. After the event:

1.2.3.1. Share information from conversations/presentations with appropriate college colleagues.

1.3. Employees voluntarily attending an event as a representative of the College will not be compensated for their time attending an event outside of normal work hours.

2. **Sponsoring an External Event**

2.1. The external organization must submit a formal sponsorship request in writing to Confederation College, detailing the event, purpose, audience, and sponsorship opportunities.

2.2. The request is then reviewed by the Marketing and Advancement teams to evaluate alignment with the College's values, strategic goals, and community engagement priorities.

2.3. The proposal, if deemed appropriate and in line with the College, is then submitted to the appropriate senior leadership team or decision-making committee for final approval.

2.4. A sponsorship agreement will then be drafted (or completed and reviewed if provided by the event organizer), outlining terms such as financial or in-kind contributions, recognition opportunities, and the College's expectations for representation by the Department of Advancement and the Marketing and Communication team.

2.5. The Marketing and Communication Team collaborates with the external organization to ensure proper use of Confederation College branding and messaging in promotional materials.

- 2.6. Opportunities for College representation at the event, such as booths, speaking roles, or signage, are arranged by those who brought forward the opportunity in consultation with the Department of Advancement.
- 2.7. Post-event, a debriefing is conducted to assess the sponsorship’s impact, and a report may be requested to evaluate ROI and community engagement outcomes.

3. Contributions to an External Event

- 3.1. The external organization must submit a formal request to Confederation College, detailing the event, purpose, audience, and opportunities.
- 3.2. College staff who were involved in bringing the opportunity forward, or whose budget is being requested evaluate alignment with institutional priorities and available budget.
- 3.3. Request is reviewed by the appropriate department or senior leadership team for final decision.
- 3.4. Terms of the request, including recognition and College branding, are documented and agreed upon in consultation with the Department of Advancement and the Marketing and Communications Team.
- 3.5. Post-event reports or acknowledgment from the organization is requested for records.

Non-Compliance

If this Procedure 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		Department of Advancement	2025-03-14