

Ch10-s1-03**SPONSORSHIPS, DONATIONS & ATTENDANCE
AT EXTERNAL EVENTS**

Responsible Authority:	Advancement Department
Approval Authority:	Senior Team
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PURPOSE

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

SCOPE

This policy applies to all departments at Confederation College that receives requests to support external events

BACKGROUND

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 numerous events provide value in both promoting the college and 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 operating practice is to ensure best use of available funds through a clear, concise policy.

CRITERIA FOR SUPPORT

Support for events and organizations through sponsorship or attendance (ticket purchases) will be considered based on both the available sponsorship dollars and fulfilment of one or more of the following criteria (listed below in order of priority):

- 1) Proceeds of the event come back directly to support Confederation College and its students.
- 2) Proceeds of the event support students through external initiatives.
- 3) The event is being organized/ heavily attended by key stakeholders and donors with whom Confederation College is currently seeking to build/ steward partnerships

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 type 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.

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.

CASH SPONSORSHIPS

- 2.1 Cash sponsorships will be considered for community events according to the above 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 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.

ATTENDANCE AT EVENTS

The attendance of Confederation College staff at events can occur through ticket purchases and/or a benefit of a sponsorship package.

- 3.1 Requests to purchase tickets (individual, table or team registration) will be evaluated using the above criteria for support.
- 3.2 Consideration will be given to registering a half table or team as a method to both cut costs and encourage networking with other attendees.
- 3.3 Attendance/sponsorship fees are processed by the Department of Advancement with funding from the sponsorship line held under their operating budget.
- 3.4 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.
- 3.5 Employees attending an event on behalf of Confederation College are expected to:

Prior the event:

- get permission from their supervisor to attend events during normal work hours
- notify the Advancement Dept. if they are unable to attend

During the event:

- wear their College nametag and/or distribute business cards as appropriate
- network with community members, promoting the College, programs and initiatives
- present themselves with professional conduct and attire

Following the event:

- share information from conversations/ presentations with appropriate college colleagues.

3.6 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. The complimentary ticket and experience of attending is considered a benefit in its own right.

GIFT IN-KIND SUPPORT

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. Some examples of gift-in-kind support include use of space, equipment, and human resources.)

- 4.1 The Advancement Department must be notified of any requests for gift-in kind support. This enables us to track community partner engagement for stewardship purposes.
- 4.2 Requests for gift in kinds will be approved by the director/ management of the directly affected department based upon the above-mentioned criteria for support and the overall impact of granting such a request. (Example items not needed elsewhere, potential for damage, spreading resources too thin).
- 4.3 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: 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.

DEFINITIONS

This includes an explanation of terms and abbreviations used within the policy and procedure.

Word/Term	Definition
Sponsorship	Support that is given (either cash or gift-in-kind) to support an event in return for public recognition.
Registration	The fee that is paid for attendance at an event. This could be a ticket price, table cost or team enrolment fee.
Gift-In-Kind	A donation of an item or service. Reconognition should be received for the fair market value of the item/service being provided.

PROCEDURE

<u>Action</u>	<u>Responsibility</u>
1. EVALUATION OF REQUEST TO SUPPORT	
1.1 Should the College Support	All
1.1.1 Forward requests to Advancement Department	Advancement Dept.
1.1.2 Requests over \$2,500 to be approved by Senior Team	Senior Team
2. COORDINATE REGISTRATION	
2.1 Staff to be invited according to linkage with event	Advancement Dept.
2.2 Record responses and send in names to event organizers	Advancement Dept.
2.3 Provide attendees with necessary event details and reminder	Advancement Dept.
2.4 Provide event organizers with payment and list of guests	Advancement Dept.
3. RECORD ATTENDANCE AND COSTS	
3.1 Keep spreadsheet of previous external event support with details of costs and attendees for future evaluation of program	Advancement Dept.