

# SPONSORSHIP POLICY AND PROCEDURE



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## 1 PURPOSE

- 1.1 This policy and procedure outlines how CQUniversity will manage [outgoing and external sponsorships](#), including determining their suitability, ensuring proposals are assessed fairly and equally, and understanding their value in terms of return on investments.

## 2 SCOPE

- 2.1 This policy and procedure applies to all areas and persons participating in sponsorship activities that include the use of the CQUniversity brand, name or authorised logo or image.

## 3 POLICY STATEMENT

- 3.1 Sponsorship is an important tool for demonstrating the University's citizenship and brand credentials, raising awareness and profile, reinforcing strategic partnerships, accessing target markets and engaging with communities.
- 3.2 Outgoing sponsorships connect with target audiences in ways that reinforce meaningful and positive perceptions of the University by engaging the community, supporting the brand and increasing student enrolments and new business.
- 3.3 Sponsorship may be [in-kind](#), [financial](#), or a combination of both.

## 4 PROCEDURE

### Sponsorship criteria

- 4.1 Sponsorship may be either:

- a) [corporate](#), or
- b) [community engagement](#).

4.2 Sponsorships should have the following common core criteria:

- drive impact and transformational change in communities, and build upon the influence the University generates as Australia's most engaged university
- deliver significant social and economic dividends to the University's students, employees and communities
- create and build strong, long-lasting, and mutually beneficial relationships which deepen the University's connection with its communities, and target markets
- strengthen brand perception of the University as a strong supporter of its communities and give the University an unrivalled reputation for engagement and inclusivity
- expand the University's presence and reach and enhance the University's corporate goodwill citizenship and reputation
- provide meaningful and impactful opportunities for the University's students, people, research and communities, and
- uphold the principles of the [United Nations Sustainable Development Goals](#).

#### **Corporate sponsorships**

4.3 In addition to the above criteria, corporate sponsorships must also:

- provide benefit to the University as a whole
- be relevant to regional, state, national or international audiences
- enhance the University's profile and corporate citizenship credentials, and
- provide business opportunities such as supplying services or acquiring new students.

#### **Community engagement sponsorships**

4.4 In addition to the above criteria, community engagement sponsorships must also:

- provide direct benefit to the University communities
- create opportunities for the University to build relationships with community organisations and leaders
- provide opportunities for employees and/or student participation, where possible
- demonstrate the University's commitment to good corporate citizenship, and
- provide business opportunities such as supplying services or acquiring new students.

#### **Ineligible sponsorships**

4.5 The following sponsorships will not be considered by the University:

- sponsorships that do not align with the University's values, culture, strategic direction or brand attributes
- sponsorships that may be constructed as racially prejudiced, discriminatory or that which contradicts the University's value of inclusivity
- sponsorships that may present reputational risk
- sponsorship of individuals – the University's sponsorships focus on the impact the University can generate more broadly to its communities
- activities that do not attract the support of the University's communities, and
- sponsorships which may be considered a conflict of interest for the University. Refer to the [Conflict of Interest Policy and Procedure](#).

## Applying for a sponsorship

- 4.6 Sponsorship applications must be submitted via the [Sponsorship Application Form and Checklist](mailto:sponsorship@cqu.edu.au) to [sponsorship@cqu.edu.au](mailto:sponsorship@cqu.edu.au).
- 4.7 Sponsorships may be considered at any time during the year. However, a minimum of four weeks from the date of the sponsorship request to the date of response is required.
- 4.8 Sponsorships will be limited to the available funds and the University reserves the right to reject applications based on short and long-term budgetary planning.
- 4.9 Where the sponsorship program is an ongoing/annual event, continuation of sponsorship will not be guaranteed and unless agreed upon prior, will require the applicant to re-apply.

## Assessing scholarship applications

- 4.10 The Office of the Vice-Chancellor and President will assess any sponsorship applications, consult the necessary stakeholders, and provide a response at the beginning of each month. The Director Office of the Vice-Chancellor and President and Coordinator Vice-Chancellor and President's Office and Sponsorship have the authority to approve sponsorships. Associate Vice-Presidents, Directors of business areas and Deans of Schools have the authority to approve sponsorships under \$5000, but these must be recorded with the Sponsorship Office in the Office of the Vice-Chancellor and President.
- 4.11 The Director Global Brand and Marketing must approve the use of the University name, logo and branding following any approved sponsorship appointment. Refer to the [Marketing and Branding Policy and Procedure](#).
- 4.12 The Office of the Vice-Chancellor and President may consult other business areas/stakeholders/groups/ external organisations in relation to the application and may assign responsibility to them to consider and action the sponsorship request. This may include funding the request, managing the partnership, executing the deliverables and evaluating the success of the sponsorship.

## Evaluation of sponsorship

- 4.13 Sponsorships will be evaluated at the conclusion of each sponsorship to determine if the activity and successful and met the requirements. The evaluation will be documented, held on file, and referred to when considering future involvement.
- 4.14 Where sponsorship is ongoing, an evaluation will be undertaken annually.

## Gifts and benefits from sponsorships

- 4.15 When a sponsorship deliverable includes tickets to an event/function or where an employee receives tickets as a gift rather than for work purposes to host, that gift must be registered as so. Refer to the [Gifts and Benefits Policy and Procedure](#).

## 5 RESPONSIBILITIES

### Compliance, monitoring and review

- 5.1 The Office of the Vice-Chancellor and President is responsible for implementing, monitoring, reviewing and ensuring compliance with this policy and procedure.

### Reporting

- 5.2 Sponsorship initiatives should be reported to the Office of the Vice-Chancellor and President for recording on the University's Sponsorship Register. All sponsorship applications, whether accepted or declined, must be recorded on this register.

## Records management

- 5.3 All sponsorship records, including finances and correspondence of requests and approvals, will be filed in the sponsorship folder. The Sponsorship Officer (or delegate) is responsible for the recordkeeping management.
- 5.4 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 5.5 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#). Before disposing of any records, approval must be sought from the Records and Privacy Team (email [records@cqu.edu.au](mailto:records@cqu.edu.au)).

## 6 DEFINITIONS

- 6.1 Terms not defined in this document may be in the University [glossary](#).

### Terms and definitions

**Community engagement sponsorship:** opportunities for the University to be involved in or assist community organisations with initiatives.

**Corporate sponsorship:** providing financial or in-kind support to an organisation or project that will enhance the University's corporate reputation.

**Financial support:** monetary amount for which the University is invoiced.

**In-kind support:** may include

- promotional support, such as internal promotion of an event, use of the University promotional tools such as CQUniversity magazine, UniNews, webpages, email
- use of University facilities (buildings, grounds, equipment) and intellectual expertise (employees and student), or
- supply of University branded merchandise.

**Outgoing or external sponsorships:** sponsorship contributions (monetary or in-kind) that the University agrees to deliver to an external event, activity or organisation with agreed deliverables that benefit the University to be provided in return.

## 7 RELATED LEGISLATION AND DOCUMENTS

[Conflict of Interest Policy and Procedure](#)

[Gifts and Benefits Policy and Procedure](#)

[Sponsorship Application Form and Checklist](#)

Please email [sponsorship@cqu.edu.au](mailto:sponsorship@cqu.edu.au) to request a copy of the following documents:

- Sponsorship Flow Chart
- Sponsorship Automated Email Reply
- Sponsorship Response Templates
- Sponsorship Evaluation Form
- Sponsorship Reporting.

## 8 FEEDBACK

- 8.1 Feedback about this document can be emailed to [policy@cqu.edu.au](mailto:policy@cqu.edu.au).

## 9 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
Delegated Approval Authority	N/A
Advisory Committee	N/A
Required Consultation	N/A
Administrator	Director Office of the Vice-Chancellor and President
Next Review Date	31/05/2025

Approval and Amendment History	Details
Original Approval Authority and Date	Vice-Chancellor and President 30/06/2009
Amendment Authority and Date	Editorial amendment 22/10/2009; Vice-Chancellor and President 16/12/2016; Vice-Chancellor and President 19/07/2017; Editorial amendment 16/11/2020; Editorial amendment 18/11/2020; Vice-Chancellor and President 31/05/2022; Editorial amendment 13/06/2022.
Notes	This document was formerly known as Sponsorship (Outgoing) Policy (last approved 22/10/2009).