SPONSORSHIP POLICY AND PROCEDURE

CONTENTS

1 PURPOSE

1.1 The aim of CQUniversity's Sponsorship Policy and Procedure is to:

a) coordinate the University's sponsorship activities

b) ensure the suitability of the sponsorship activity, and

c) understand the value of the sponsorship activity in terms of return on investment.

1.2 It provides a framework for the University to maximise opportunities, as a provider of sponsorship, by enabling sponsorship proposals to be assessed fairly and equally, and by ensuring the University maximises the full potential benefit from any sponsorship arrangement into which it enters.

2 SCOPE

2.1 This policy and procedure relates to all University staff, Committees, University Council, contractor or third party acting on behalf of CQUniversity, and all areas of the University participating in sponsorship activities that include the use of the CQUniversity brand, name or authorised logo or image.

3 POLICY STATEMENT

3.1 The goal of CQUniversity's outgoing sponsorships is to 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.

3.2 Sponsorship is an important tool for demonstrating the University's citizenship and brand credentials, raising awareness and profile, accessing target markets and engaging with communities. As such it requires formal management by appropriate staff members.

3.3 This policy and procedure intends to:

• ensure that the University's outgoing sponsorships are consistent with the University's strategic direction, core values and brand attributes

• define the business area responsible for a sponsorship agreement

- raise awareness of sponsorship as a valuable component of the University community engagement, reputation management and marketing

- define sponsorship limitations and criteria, and

- establish a process for the assessment and coordination of sponsorship opportunities.

Policy content

Types of sponsorship

3.3.1 Sponsorship may be in the form of in-kind or financial support, or a combination of both.

3.3.2 In-kind support may take the form of:

- 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 (staff and student), or

- supply of CQUniversity branded merchandise.

3.3.3 Financial support will take the form of:

- a monetary amount for which the University is invoiced.

4 GUIDELINES AND PROCEDURE

4.1 These guidelines and procedures are intended to both assist applicants applying for sponsorship and provide criteria for the University in assessing these applications.

Guidelines

4.2 Information relating to overall administrative and procedural requirements necessary for the implementation of the policy and procedure.

Sponsorship categories

4.2.1 CQUniversity classifies sponsorship into two categories:

a) Corporate

b) Community Engagement.

Sponsorship criteria

4.2.2 Sponsorships for all categories should possess the following common core criteria:

- is consistent with the University's brand attributes, strategic direction and core values

- provides mutually beneficial outcomes

- enhances the University's reputation

- provides promotional opportunities for the University (internally and/or externally)

- strengthens and supports brand awareness, and

- contributes towards enhancing the student experience.

Corporate sponsorship

4.2.3 Corporate sponsorship is defined as an opportunity to provide financial or in-kind support to an organisation or project that will enhance the University's corporate reputation. Approved corporate sponsorships will meet core, and the following additional criteria:

- provides benefit to the University as a whole

- is relevant to regional, state, national or international audiences

- enhances the University's profile and corporate citizenship credentials

- provides business opportunities such as: supply of services and acquisition of new students.

Community engagement sponsorship

4.2.4 Community engagement sponsorship is defined as opportunities for the University to be involved in or assist community organisations with initiatives. Approved community engagement sponsorship will meet core, and the following additional criteria:

- provides direct benefit to the University communities

- creates opportunities for the University to build relationships with community organisations and leaders

- preferably provides opportunities for staff and/or student participation

- demonstrates the University's commitment to good corporate citizenship

- provides business opportunities such as: supply of services and acquisition of new students.

4.2.5 CQUniversity will <u>NOT</u> consider sponsorship of:

- proposals that do not reflect the University's core values, strategic direction and brand attributes

- sponsorships that may be construed as racially prejudice or otherwise discriminatory

- sponsorships that may present a reputation risk

- any sponsorship which may be considered to be a conflict of interest for the University. Refer to the Conflict of Interest Policy and Procedure.

4.2.6 All sponsorship applications, regardless of the extent or type of funding or potential funding source, must be submitted to the University for consideration via a Sponsorship Application Form and Checklist available on the CQUniversity website and sent to sponsorship@cqu.edu.au.

4.2.7 Sponsorships may be considered at any time during the year. A minimum of four weeks from the date of the sponsorship request to the date of response is required.

4.2.8 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.

4.2.9 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-submit an application.

Procedure

4.3 The Vice-Chancellor and President's Office will assess the application and will respond to the request at the beginning of each month. The Vice-Chancellor and President's Office may consult other business areas/stakeholders/groups/external organisations in relation to the application.

Evaluation of sponsorship

4.3.1 It is important to systematically identify support given by the University to enable appropriate reporting and evaluation:

a) as per the Sponsorship Evaluation Form, evaluation will be undertaken at the conclusion of each sponsorship to determine if the activity was successful and met the requirements

b) the evaluation will be documented, held on file and referred to when considering future involvement

c) where sponsorship is ongoing, it will be reviewed annually.

5 RESPONSIBILITIES

Compliance, monitoring and review

5.1 The Office of the Vice-Chancellor and President is responsible for the implementation and review of this policy and procedure.

5.2 All CQUniversity staff and those acting on behalf of CQUniversity must adhere to this policy and procedure.

Reporting

5.3 Sponsorship initiatives should be reported to the Vice-Chancellor and President on request. All sponsorships requested, whether accepted or declined, should be inputted into the sponsorship reporting document. All approved sponsorships should be inputted into the E-DNA database.

5.4 The Marketing Directorate will require approval of all sponsorship brand-related activation prior to any sponsorship appointment and must be engaged as per Marketing and Student Recruitment Policy and Procedure for any brand-related activation programs.

5.5 When a sponsorship deliverable includes tickets to an event/function and where a staff member 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.

Records management

5.6 All sponsorship records, including finances and correspondence of requests and approvals, will be filed in the sponsorship folder. The Sponsorship Officer or a nominee of the Sponsorship Officer, is responsible for the recordkeeping management.

5.7 Staff must maintain all records relevant to administering this policy and procedure in a recognised University recordkeeping system.

6 DEFINITIONS

6.1 Terms not defined in this document may be in the University glossary.

7 RELATED LEGISLATION AND DOCUMENTS

Sponsorship Application Form and Checklist

Conflict of Interest Policy and Procedure

Gifts and Benefits Policy and Procedure

Please email 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 University staff and students may provide feedback about this document by emailing policy@cqu.edu.au.

9 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
Advisory Committee to Approval Authority	Vice-Chancellor's Advisory Committee
Administrator	Director, Vice-Chancellor and President's Office
Next Review Date	19/07/2020

Approval and Amendment History	Details
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