

# Sponsorship - Operational Policy

## 1. Purpose of policy

- The purpose of this policy is to establish the principles for the creation of productive strategic sponsorship alliances.

## 2. Policy scope and application

- This policy applies to all areas of the University.
- All sponsorship alliances must be consistent with existing University policies.

## 3. Definitions

Please refer to the University's Glossary of Terms for policies and procedures. Terms and definitions identified below are specific to this policy and are critical to its effectiveness:

Outgoing sponsorship refers to a commercial arrangement between the University and an individual, group or organisation where the University provides financial or in-kind support, in return for an identified schedule of benefits or value, tangible or intangible.

Financial support is a monetary amount which is invoiced and liable for GST.

In-kind support refers to provision of access to non-financial services including, but not limited to, venues, resources, facilities, staff, intellectual expertise or branded material. In-kind support is calculated by considering the opportunity cost, that is, how much it would cost if the in-kind support provided had been paid for. In-kind support is liable for GST.

Incoming sponsorship refers to a financial contribution the University receives from a corporation, foundation, individual or other non-government organisation in return for an identified schedule of benefits or value, tangible or intangible. This does not include externally funded research or academic consultancy activities which may or may not provide a benefit to the funder.

Agreement manager refers to the UniSC staff member appointed to oversee the sponsorship agreement, including responsibility for preparing the Agreement, administration of the terms of the Agreement, including financial administration, reporting on the sponsorship and ensuring that appropriate records are maintained in accordance with the University's records management system.

## 4. Policy statement

- The University is committed to ensuring its financial arrangements are carried out in an ethical manner and to ensure there are adequate processes in place for sponsorship arrangements.

## 5. Principles

- Entering into a sponsorship agreement with the University will not entitle the other party to influence any policy, position, or decision of the University.
- The University will not enter into any sponsorship where the association with the prospective partner or acceptance of the sponsorship could jeopardise the integrity, values, financial or legal position of the University or could adversely impact upon the University's standing and reputation in the community.
- The University considers its sponsorship as alliances that reflect its vision, policies and brand values.
- The University reserves the right to review all third parties involved in a sponsorship arrangement, and to withdraw from a sponsorship without penalty if there is a conflict of interest or dissonance in regard to this policy.
- All use of the UniSC logo and corporate identity must adhere to the UniSC Brand Guidelines. Permitted use of the UniSC logo and corporate identity must be detailed in the sponsorship agreement with the University, and must include pre-production approval of any logo use. Marketing and Communications is the approval authority for any use of the logo and corporate identity, and approval must be obtained before any logo use.

### APPROVAL AUTHORITY

Vice-Chancellor and President

### RESPONSIBLE EXECUTIVE MEMBER

Pro Vice-Chancellor (Global and Engagement)

### DESIGNATED OFFICER

Director, Marketing and Communications

### FIRST APPROVED

10 January 2017

### LAST AMENDED

8 May 2023

### REVIEW DATE

1 July 2025

### STATUS

Active

- An external organisation that uses University premises or facilities and wishes to display their own signage during an event must first obtain permission from Marketing and Communications. Permanent or ongoing signage will not be permitted. Any signage erected on University premises or facilities can be taken down and discarded at the University's discretion.
- Sponsorship arrangements do not permit the other party to use the University's communication channels to engage with the University's audiences, unless negotiated in the sponsorship agreement and approved by Marketing and Communications.

#### Selection and coordination of sponsorships

##### 5.8.1 The University will not support sponsorships that:

- do not reflect the University's vision, policies and brand values;
- do not provide a demonstrable benefit to the University, its students, staff, alumni or communities;
- may adversely affect the reputation of the University;
- are tied to registered political parties;
- are deemed to promote religious activities;
- are associated with sexual services or sex industry venues;
- are associated with tobacco products;
- are associated with the promotion of gambling;
- can reasonably be judged as offending or denigrating individuals and/or community groups;
- are deemed inappropriate by the Vice-Chancellor and President.

5.8.2 The University reserves the right to consult relevant individuals and organisations (both internal and external to the University) in relation to any sponsorship.

5.8.3 A sponsorship arrangement can comprise in-kind support, financial support or a combination of both.

5.8.4 In the negotiation of any sponsorship arrangement, the commercial value of all in-kind support must be clearly identified and acknowledged.

5.8.5 While sponsorship proposals may be received by any part of the University, all sponsorship proposals must adhere to this policy and be assessed and approved by either the Director, Marketing and Communications or the Director, Advancement Office. Where the Director, Marketing and Communications or the Director, Advancement Office requires clarification on a sponsorship arrangement in accordance with this policy, they will consult with the Vice-Chancellor and President prior to finalising their determination.

5.8.6 All sponsorship, whether financial or in-kind, will be embodied in a written contractual agreement between the University and the sponsorship partner. No benefits will be provided to or received from sponsors before a sponsorship agreement is fully executed. Sponsorship agreements must be prepared by the Agreement Manager and endorsed by UniSC Legal Services and recorded according to the University's records management policy. A copy of the agreement must be sent to Marketing and Communications once signed by both parties.

#### 5.9 Outgoing Sponsorships

5.9.1 Marketing and Communication is responsible for the approval of the University's outgoing sponsorship arrangements. It seeks to ensure:

- the University only enters into suitable sponsorship arrangements;
- that all sponsorships have measurable outcomes;
- that all sponsorship opportunities are assessed fairly, equitably, and according to strategic criteria;
- that the financial investment in sponsorship is transparent and appropriate; and
- that the University maximises the full potential benefit from any outgoing sponsorship arrangement.

#### 5.10 Incoming Sponsorships

5.10.1 Incoming Sponsorship is a tool to be used for securing resources to achieve the University's strategic goals.

5.10.2 The University will take a coordinated and strategic approach to its corporate and philanthropic community. To achieve this the Director, Advancement Office must be informed of, and give approval to, all intended approaches before any incoming sponsorship requests are made.

5.10.3 All incoming sponsorship relationships with the University must be identified and recorded in the Advancement Office's CRM database.

## 6. Authorities/Responsibilities

6.1 The following authorities/responsibilities are delegated under this policy:

ACTIVITY	UNIVERSITY OFFICER/COMMITTEE
Responsible for the coordinator of the University's incoming sponsorships arrangements	Advancement Office
Responsible for the coordination of the University's outgoing sponsorship arrangements	Marketing and Communications
Responsible for ensuring appropriate records are prepared and maintained	Agreement Manager
Approve incoming sponsorships	Director, Advancement Office
Approve outgoing sponsorships	Director, Marketing and Communications
Deem sponsorship as inappropriate	Vice-Chancellor and President

END

#### RELATED DOCUMENTS

- Catering - Operational Policy
- Conduct on University Premises - Operational Policy
- Conflict of Interest - Governing Policy
- Donation Acceptance - Operational Policy
- Hire of University Facilities - Operational Policy
- Information Management - Governing Policy
- Management of Contracts and Memoranda of Understanding (MOUs) - Governing Policy
- Marketing and Communications - Operational Policy
- Naming - Governing Policy
- Scholarships, Bursaries and Prizes - Operational Policy

#### SUPERSEDED DOCUMENTS

- Outgoing Sponsorship - Operational Policy
- Incoming Sponsorship - Operational Policy

#### RELATED LEGISLATION / STANDARDS

- Disability Discrimination Act 1992 (Cth)
- Information Privacy Act 2009 (Qld)
- Defamation Act 2005 (Qld)
- Fair Trading Act 1989 (Qld)