

DIRECTIVE TITLE	Sponsorship
DIRECTIVE NUMBER	D-1.1
APPROVAL DATE	February 27, 2020
APPROVAL BODY	College Executive Team
REPLACES (IF APPLICABLE)	N/A
LAST UPDATE OR AMENDMENT OR REVIEW DATE	N/A
NEXT REVIEW DATE	February 2023
HOLDER	Executive Director Communications and Marketing
RESPONSIBLE OPERATIONAL LEADER	Executive Director Communications and Marketing
SUPPORTING DOCUMENTS	N/A

## SPONSORSHIP

### PURPOSE

To create a consistent policy for solicited and non-solicited sponsorship opportunities, while supporting the goals and objectives of Camosun College as a leader in post-secondary education and skills training.

Throughout the year, Camosun College receives requests to sponsor various events through cash and/or in-kind services in return for commercial advantage. On occasion, the college may also actively solicit sponsorship opportunities to promote its brand.

The Communications and Marketing department, under the Executive Director, has oversight for sponsorship in consultation with Advancement and Alumni Engagement.

Regardless of the type of sponsorship being requested, Communications and Marketing can provide support with:

- Ensuring correct branding is applied appropriately, whether the sponsorship is in kind, financial or otherwise;
- Advising on whether there is potential for controversy or issues associated with the sponsorship; and,
- Identifying alignment with the priorities in the college's strategic plan.

## **GUIDELINES**

- Camosun College may consider sponsorship proposals that support its strategic priorities but has no obligation to accept or endorse any of them.
- Sponsorship does not automatically equate to the provision of financial support.
- Due to the volume of requests and finite funding, the financial sponsorship of academic and non-academic conferences that are not affiliated with the college will not be considered to avoid creating precedent and the perception of showing a preference for one group over another.
- The college will not consider the sponsorship of one-time community events such as golf tournaments, community open houses, non-profit groups, charity events etc. due to finite funds, to avoid creating precedent and the potential perception of showing a preference for one group over another.
- The college may proactively solicit sponsorship opportunities that result in a clearly defined benefit to the college. Sponsorship opportunities may also be sought-out that provide an opportunity to support a specific goal.
- Sponsorship in-kind by schools and departments should be made known to the Communications and Marketing department.
- The Communications and Marketing department is solely responsible for negotiating any and all media sponsorships and agreements on behalf of Camosun College, as part of its annual marketing strategy. The Communications and Marketing department is the first point of direct contact for any media sponsorship proposals for the college.
- Sponsorships should provide a lasting benefit or provide a solution to a specific challenge or problem such as student recruitment, advancement or student experience.

## **LINKS TO RELATED CAMOSUN WEBSITES**

- [Camosun Media Centre](#)