



Date: September 2009

Owner: Senior Executive Group

1. Introduction

The University of Sydney receives many requests to provide sponsorship for events, projects and activities. The purpose of this policy is to ensure that there is a common understanding of the procedures and standards that should be consistently applied when assessing and approving requests for sponsorship, in order to maintain the University of Sydney's reputation and brand.

The policy also sets out a reporting mechanism to capture sponsorship activities across the University in order to identify opportunities and to maximise return on investment.

2. Definitions

2.1 For the purposes of this policy, **sponsorship** means the provision of a financial payment or in-kind support by the University in return for an identified benefit/s.

2.2 University of Sydney sponsorship means sponsorship of an event, project or activity where the beneficiary is the University as an institution.

2.3 In-kind support means the provision of venues, resources, staffing or other infrastructure.

3. Coverage

This policy applies to requests for University of Sydney sponsorship. It does not include requests from individual staff or students to sponsor their participation in academic, sporting or artistic events, competitions or conferences.

Faculties have the discretion, through their approved budgets and under the Delegations of Authority, to consider and approve sponsorship requests for discipline-specific events or projects. However, all Faculty-approved sponsorships are to be reported to the External Relations SEG Committee.

4. Applications for Sponsorship

Organisations seeking sponsorship must complete the Sponsorship Application Form and include the following information:

- Project overview
- Audience/participants, demographics and projected attendance
- Goals and objectives of the activity
- Details of sponsorship being sought (eg amount, in-kind support)
- How the activity supports the strategic objectives of the University
- Benefits to the University of Sydney
- Brand exposure and media coverage
- Other sponsors/potential sponsors
- Post project evaluation and reporting processes

5. Assessment of Sponsorship Applications

Applications for sponsorship will be assessed against the following key criteria:

- Compatibility with University or faculty strategic goals and objectives
- Alignment with the core values of the University
- Ability to raise the profile of the University and its faculties among target audiences

Benefits may include but are not limited to:

- Exposure of the University of Sydney brand through event promotion and event involvement
- Reach/increased reach to relevant target audiences
- Access to a mailing list, newsletter or database information (subject to Privacy provisions)
- Display /exhibition space
- Promotional opportunities in the media as well as inclusion in media launches
- University of Sydney branding on sponsored event literature, merchandise and advertising
- Provision of content on an internet site or links to the University of Sydney from a high profile site
- Ceremonial involvement and/or speaking role to an influential or relevant audience
- Inclusion of tickets to an event or conference

The University of Sydney will not consider sponsorship for projects:

- that do not have a demonstrable benefit to the University of Sydney or its students
- that may adversely affect the reputation of the University of Sydney
- that are associated with tobacco products or are being sponsored by tobacco organisations

6. Approval of Sponsorship Proposals

Requests for University of Sydney sponsorship greater than \$10K in cash or greater than \$20K for in-kind support are to be referred to the External Relations SEG Committee for consideration and recommendation to SEG for approval.

If a sponsorship proposal is successful, the University will provide written confirmation to the relevant organisation advising of the agreed value of the sponsorship and/or the in-kind support to be provided, setting out the negotiated benefits to the University.

The University reserves the right to review its level of commitment should there be any changes to the original sponsorship proposal including changes to the timing and/or execution of the proposed event, project or activity or changes to agreed benefits or recognition commitments.

7. Use of the University Crest or Logo

The use of the University crest or logo in any publications or signage associated with an approved sponsorship must comply with the relevant policies. Any use of the University crest or logo must be approved prior to publication.

8. Reporting

All Faculty-approved sponsorships are to be reported to the External Relations SEG Committee on a regular basis. This report should include as a minimum the name and date of the event/project, the target audience, type of sponsorship provided (cash/in-kind) and benefits to the Faculty. A central register of these sponsorships will be maintained.

For approved University of Sydney sponsorships greater than \$10K, a report is to be submitted to the External Relations SEG Committee at the conclusion of the sponsored event/project by the organizers confirming that the obligations under the terms of the sponsorship were met. The report is to include an evaluation of the success of the activity by relevant internal groups and a recommendation regarding future involvement.

9. Related Documents

- Sponsorship Application Form
- Delegations of Authority http://www.finance.usyd.edu.au/docs/financial_delegations.pdf
- Guidelines for the Use of the University of Sydney Coat of Arms http://www.usyd.edu.au/digital_print_media/docs/CoatofArms_guidelines.pdf
- Tobacco Industry Funding http://www.usyd.edu.au/senate/policies/Tobacco_funding.pdf
- Charter of Academic Freedom http://www.usyd.edu.au/senate/documents/Policies/Charter_Ac_Freedom.pdf

10. Contact and Review

10.1 Contact

Unit: External Relations Office
Phone: 9351 4187
Fax: 9351 4745
Email: m.theobald@usyd.edu.au

10.2 Review

The Sponsorship Policy will be reviewed annually and on an ad hoc basis if required.
The Vice-Chancellor will approve changes to policy following consultation with the Senior Executive Group and other procedural amendments as required.

Approved by:

Senior Executive Group at its meeting of 17 September 2009.

Date of Effect:

Date: 17 September 2009

Proposed Date of Review:

Date: 1 September 2010