

SPONSORSHIP POLICY 2018

The Vice-Chancellor and Principal, as delegate of the Senate of the University of Sydney, adopts the following policy.

Dated: 21 November 2018

Last amended:

Signature:

Position: Vice-Chancellor and Principal

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1 Name of policy

This is the Sponsorship Policy 2018.

2 Commencement

This policy commences on 23 November 2018.

3 Policy is binding

Except to the extent that a contrary intention is expressed, this policy binds the University, staff, students and affiliates.

4 Statement of intent

This policy:

- (a) supports the University's values of respect and integrity, and openness and engagement;
- (b) specifies principles for all University sponsorships;
- (c) sets out the conditions that must be met when approving sponsorships;
- (d) ensures that suitability and value of sponsorships are considered consistently;
- (e) mitigates sponsorship-related risks; and
- (f) establishes the Sponsorship Committee.

5 Application

- (1) This policy applies to all University sponsorship activities, whether the University is itself a sponsor or is accepting sponsorship.
- (2) This policy does not apply to requests from individual staff, affiliates or students to sponsor their participation in events, competitions, conferences or similar activities.

6 Definitions

Contracts Register	means the register of that name maintained by Archives and Records Management Services which stores all contracts to which the University is a party.
Dean	means the Executive Dean or Dean of a faculty, or the Head of School and Dean of a University school.
delegate	means an employee, member or committee of Senate or any other person or entity to whom or to which a delegation has been made by Senate. Note: See University of Sydney (Delegations of Authority – Academic Functions) Rule 2016 and University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016 .
incoming sponsorship	means a relationship where the University is receiving sponsorship.
in-kind support	means non-financial support such as the provision of venues, resources, staffing or other goods, services or infrastructure.
outgoing sponsorship	means the University is providing sponsorship.

Principal Officer has the definition given in the *University of Sydney (Delegations of Authority – Administrative Functions) Rule 2016* which at the date of this document is:

means a collective reference, for the purpose of this document to:

- Vice-Chancellor and Principal
- Deputy Vice-Chancellor
- Vice-Principal
- General Counsel
- Director, University Libraries

sponsorship means a commercial (i.e. not philanthropic) arrangement under which a sponsor provides a monetary contribution or in-kind support for an activity in return for certain association benefits and entitlements.

Sponsorship does not include:

- selling advertising space;
- joint ventures;
- consultancies;
- grants;
- unconditional gifts;
- donations;
- bequests; or
- endowments.

sponsorship agreement means a written agreement for sponsorship between the University and another party, which is documented:

- in the University's standard form of sponsorship agreement;
- in the University's standard form of sponsorship letter; or
- in any other form of agreement for sponsorship approved by the Office of General Counsel.

Sponsorship Committee means the committee established by clause 12 of this policy.

sponsorship letter means, as appropriate:

- the University's standard form of letter agreement for sponsorships; or
- any non-standard letter agreement that has been approved by the Office of General Counsel.

outgoing sponsorship means a relationship where the University is providing sponsorship.

University Executive means the senior management committee comprised of the Vice-Chancellor, Deputy Vice-Chancellors, Deans of Faculties, Vice-Principals and Chair of the Academic Board.

7 General sponsorship principles

- (1) All University sponsorship activities must be approved by the appropriate delegate, who must first consult with:
 - (a) the Director, Marketing and Communications, or their nominee; and
 - (b) all relevant:
 - (i) Deans;
 - (ii) Deputy Vice-Chancellors;
 - (iii) Vice-Principals; and
 - (iv) Directors of relevant centres, initiatives or projects;or their nominees.

Note: See the [University of Sydney \(Delegations of Authority – Administrative Functions\) Rule 2016](#).
- (2) The University will only accept sponsorship which:
 - (a) is consistent with its core values;

Note: See the [Strategic Plan 2016-2020](#). The University's core values are: courage and creativity; respect and integrity; inclusion and diversity; and openness and engagement.
 - (b) is aligned with its strategic objectives;

Note: See the [Strategic Plan 2016-2020](#)
 - (c) preserves or enhances its reputation; and
 - (d) is consistent with the approval conditions specified in clause 8.
- (3) Sponsorships constitute commercial activities and must comply with the [Guidelines Concerning Commercial Activities](#).
- (4) The relevant [Marketing and Communications staff](#) must be consulted on all sponsorship decisions.

8 Sponsorship approval conditions

- (1) Delegates should only approve sponsorships which meet the requirements of this clause.
- (2) The sponsorship must be consistent with the principles specified in clause 7.
- (3) Sponsorship agreements must specify:
 - (a) the duration of the sponsorship; and
 - (b) where appropriate, the conditions under which either party may terminate.
- (4) The relevant delegate must be satisfied that:



- (a) the sponsorship activities will not expose the University to any financial, legal or other risks that are disproportionate to the value of the sponsorship;
 - (b) the other party to the agreement is reputable, with a public image, products or services which:
 - (i) are consistent with the University's values and strategy;
 - (ii) do not adversely affect consumers, the community or the environment; and
 - (iii) are consistent with the University's brand;
- Note:** Information about brand requirements is available from the [Marketing and Communications website](#).
- (c) the sponsorship provides a distinct value, competitive advantage or demonstrable benefit to the University, such as:
 - (i) raising the University's profile and brand awareness among target audiences;
 - (ii) providing exposure or access to new strategic partners or markets; or
 - (iii) creating opportunities for the University to add value by using its content, people, places and expertise;and
 - (d) the benefits provided by or received from the sponsorship are commensurate with the value of sponsorship.
- (5) If, in relation to a proposed sponsorship, the relevant delegate believes that any of the sponsorship approval conditions may not be met, they should:
- (a) cease, or not begin, negotiations about the sponsorship; and
 - (b) obtain the advice of the Vice-Principal, External Relations or their nominee.
- (6) After such consultation the relevant delegate may refer the matter to the Sponsorship Committee for advice.

9 Outgoing sponsorships

- (1) Before approving a proposal for outgoing sponsorship, the relevant delegate must consider:
- (a) whether the proposal is consistent with:
 - (i) the general sponsorship principles set out in clause 7; and
 - (ii) sponsorship approval conditions set out in clause 8;
 - (b) how the activity supports the University's strategic priorities;
 - (c) the objectives of the activity for which sponsorship is sought;
 - (d) the target audience for the activity;
 - (e) the duration of the proposed sponsorship;
 - (f) the monetary amount involved, and value of any in-kind support;
 - (g) the benefits that the University will receive in exchange for the sponsorship;
 - (h) details of any other known involvement with the University by the organisation seeking sponsorship;

- (i) details of any other higher education institutions involved with the organisation seeking sponsorship;
 - (j) the identities of other sponsors or partners involved with the activity.
- (2) The approving delegate must be satisfied that, in exchange for providing sponsorship, the University will receive benefits commensurate with the level of investment, both monetary and in-kind.
- (3) Examples of benefits and association entitlements that the University should expect to receive from outgoing sponsorship are summarised in Table 1 below:

Table 1 – Outgoing sponsorships

	Principal Partner / Platinum	Category Sponsor / Gold	Event sponsor / Silver
Partnership rights:			
- Category exclusivity (higher education sector)	✓	✗	✗
- Hospitality and ticketing	✓	✓	✗
Integration, speakers/content:			
- Development of integrated content	✓	✗	✗
- Recognition in media releases (can include quotes from key spokesperson)	✓	✗	✗
- Access to speakers	✓	✗	✗
- Access to database for targeted communications / social media channels	✓	✗	✗
- Acknowledgement during proceeding (for events)	✓	✗	✗
Brand recognition:			
- Logo placement	✓	✓	✓
- Advertising space and/or signage	✓	✓	✓
- Organisational profile in collateral and website	✓	✓	✓
- Promotional video	✓	✗	✗
- Branded merchandise	✓	✓	✓
- Banners in prominent areas	✓	✓	✓
- Activation area (to display promotional material)	✓	✓	✗
- Sampling	✓	✓	✓

10 Incoming sponsorships

- (1) The benefits offered to sponsors must be proportionate to the level of investment by a sponsor.
- (2) Before approving a proposal to call for expressions of interest or making approaches to potential sponsors, the relevant delegate must consider whether formal sponsorship proposal should be prepared, stating what the University can offer at different tiers of sponsorship.
- (3) In considering a proposed incoming sponsorship the relevant delegate must take into account:
 - (a) the retail cost of acquisition of any goods or services to be provided by the University in exchange for sponsorship;

- (b) any overhead expenses; and
- (c) the value of in-kind support including, but not limited to, printing, advertising, venue, insurance, utilities and other indirect expenses.
- (4) Examples of benefits and association entitlements that the University may offer at different tiers of incoming sponsorship are summarised in Table 2 below:

Table 2 – Incoming sponsorships

	Platinum (usually a single sponsor)	Gold (can have multiple sponsors)	Silver (can have multiple sponsors)
Partnership rights:			
- Category exclusivity	✓	✗	✗
- Hospitality and ticketing	✓	✓	✗
Integration, speakers/content:			
- Development of integrated content	✓	✗	✗
- Recognition in University media releases	✓	✗	✗
- Access to speakers	✓	✗	✗
- Access to University channels and communications (can include social media channels)	✓	✗	✗
- Acknowledgement during proceeding (for events)	✓	✗	✗
Brand recognition:			
- Logo placement	✓	✓	✓
- Advertising space and/or signage	✓	✓	✓
- Organisational profile in collateral and website	✓	✓	✓
- Promotional video	✓	✗	✗
- Branded merchandise	✓	✓	✓
- Banners in prominent areas	✓	✓	✓
- Activation area (to display promotional material)	✓	✓	✗
- Sampling	✓	✓	✓

11 Use of University's brand

- (1) The University's brand, including but not limited to its logo, must not be used in association with any sponsorship until the sponsorship has been approved.
- (2) All marketing and promotional activities associated with a sponsorship must comply with any guidelines for use of the University brand issued by the Director, Marketing and Communications.
- (a) In particular, up to date brand details, logos and brand guidelines for supply to the other party must be obtained from Marketing and Communications at brand.info@sydney.edu.au on each sponsorship occasion.

Note: Information about brand requirements is available from the [Marketing and Communications website](#).

12 Sponsorship Committee

- (1) There will be a Sponsorship Committee, which will be chaired by the Vice-Principal, External Relations.

- (2) The Sponsorship Committee will meet on an *ad hoc* basis.
- (3) Members will be appointed by the Vice-Chancellor as follows:
 - (a) at least one senior representative from Marketing and Communications;
 - (b) at least one representative from the Office of General Counsel; and
 - (c) at least one Principal Officer not connected to the sponsorship under consideration.
- (4) The Sponsorship Committee will be responsible for reviewing any proposed sponsorship activities referred to it against the sponsorship principles and approval conditions and providing advice to the relevant referring delegate.
- (5) The relevant delegate may refer any proposed sponsorship to the Sponsorship Committee for advice, and in particular should refer proposals which involve any of:
 - (a) value of \$150,000 or above;
 - (b) University-wide participation;
 - (c) duration of more than a year; or
 - (d) in the opinion of the delegate, significant commercial risk.
- (6) The terms of reference for the Sponsorship Committee are set out in the Schedule to this policy.

13 Sponsorship documentation

- (1) All sponsorships must be documented in a sponsorship agreement.
- (2) If it is proposed to document a sponsorship otherwise than through use of the University's standard form full sponsorship agreement or sponsorship letter, the delegate must obtain advice from the [Office of General Counsel](#) before approving the agreement.
- (3) A sponsorship letter may be used to document a sponsorship valued at up to \$10,000.
- (4) A full sponsorship agreement must be used to document a sponsorship valued at more than \$10,000.

14 Registration of agreements

The approving delegate must provide a copy of the approved executed sponsorship agreement or sponsorship letter to Archives and Records Management for recording in the sponsorship section of the University's Contracts Register.

Note: The form for lodging contracts is available at the [Contracts Register](#). Sponsorship type is to be specified under the 'Nature of Agreement'.

15 Evaluation and reporting

- (1) The Vice-Principal, External Relations will conduct an annual review of sponsorships which considers:
 - (a) consistency with the requirements of this policy;
 - (b) whether there is unnecessary duplication of major sponsorship agreements;

- (c) whether sponsorship arrangements have been appropriately recorded; and
 - (d) whether the intended outcomes or benefits were, or are being, achieved.
- (2) The Vice-Principal, External Relations will report to University Executive on the outcome of the annual review, including details of the volume, benefits and impact of sponsorships in which the University has participated.

16 Rescissions and replacements

This document replaces the *Sponsorship Policy* which commenced in September 2009 and which is rescinded as from the date of commencement of this document:

NOTES

Sponsorship Policy 2018

Date adopted:	22 November 2018
Date commenced:	23 November 2018
Administrator:	Vice-Principal, External Engagement
Review date:	23 November 2023
Rescinded documents:	Sponsorship Policy 2009
Related documents:	University of Sydney Act 1989 (NSW) University of Sydney (Delegations of Authority – Administrative Functions) Rile 2016 Gift Acceptance Policy 2013 Outside Earnings of Academic Staff Policy 2011 External Interests Policy 2010 Tobacco Industry Funding Policy 2003 Sponsorship Procedures 2018 Guidelines Concerning Commercial Activities

AMENDMENT HISTORY

Provision	Amendment	Commencing
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SCHEDULE 1

Sponsorship Committee

Terms of Reference

Purpose

The Sponsorship Committee will, in response to a request from a delegate, provide an independent source of considered and consistent guidance about the advisability of approving a proposed sponsorship. In providing such advice the Committee will consider and apply the sponsorship principles and approval conditions set out in the *Sponsorship Policy 2018*.

Chair

The Committee will be chaired by the Vice-Principal, External Relations.

Membership

Members will be appointed by the Vice Chancellor as follows:

- (a) at least one senior representative from Marketing and Communications
- (b) at least one representative from the Office of General Counsel
- (c) at least one senior University representative not connected to the sponsorship under consideration.

Meetings

The Committee will meet on an *ad hoc* basis, in response to a request from a delegate. The Committee may consider issues and reach decisions by circulation of documents, where necessary.

Process

A delegate seeking the Committee's advice should notify the Chair in writing. The delegate should provide full details of the proposed sponsorship, including copies of relevant documents and any advice received from the Office of the General Counsel or any other relevant University office.

The Committee may draw on information from any source it considers relevant, including the knowledge of individual Committee members.

After consideration of a proposal the Committee will provide written advice as to whether the sponsorship should be declined, approved, or approved subject to conditions being negotiated with the proposed other party or parties. The Committee will provide reasons for its advice.

Secretariat Support

The Office of the Vice-Principal, External Relations is responsible for providing support to the Committee.