



Memorial University Sponsorship Guidelines

For Internal Use Only

Sponsorship at Memorial University

Purpose and Scope:

The purpose of these sponsorship guidelines is to establish principles to be consistently applied to requests for outbound sponsorship (when the university provides money or in-kind support to an external organization). This helps to ensure sound stewardship of resources, maintain Memorial University's reputation and brand, and provide opportunities to support groups, communities and initiatives that align with the Memorial's strategic plan and guiding frameworks. As a rule, sponsorships to external organizations should only happen on an infrequent basis. Memorial will only engage in sponsorships that are consistent with Memorial University's [vision, mission, and values](#) and are in the best interest of the University. These guidelines apply to all campuses and all academic and administrative units.

One-time commitments of more than \$10,000 or those that total \$10,000 over a multi-year commitment will be vetted by the President's Executive Council (PEC) before an agreement is made take on the sponsorship. The relevant vice president will bring the sponsorship forward to PEC for consideration.

Clarification of sponsorship vs institutional membership:

Institutional memberships to organizations provide access to the organization and a base level of benefits available to all members; sponsorships are generally event- or initiative-specific, or are additional to base memberships, and provide a level of benefits to the sponsor that is different from that provided to general attendees or members.

Process:

Organizations seeking sponsorship from Memorial University should submit a one-page proposal outlining the benefits to Memorial as well as the expectations of Memorial in fulfilling its role as sponsor. This one-page proposal would allow for the evaluation of the sponsorship opportunity using the evaluation checklist (template attached) and form the basis of the sponsorship agreement (template attached). If material changes to the template or a different sponsorship agreement is requested by the partner organization, this must be done in consultation with the Office of General Counsel. As stated above, commitments with a one-time or cumulative cost of \$10,000 or more must be brought to PEC by the appropriate vice president.

Strategic considerations

Memorial University will only sponsor organizations or activities which:

- are consistent with core values of the university;
- are aligned with strategic objectives of the university, including recruitment and retention of students and employees;
- preserves or enhances Memorial's reputation;
- provides opportunities to build awareness, enhance key partnerships and relationships, including business development;
- are not in direct competition with Memorial University; and
- will not bring adverse publicity to Memorial University and/or its programs and services.

Exclusions

These guidelines do not apply to:

- Philanthropic gifts, bequests, endowments and donations
- Research funds
- Grants or funds obtained from government that are specifically earmarked for sponsorships
- Institutional memberships (memberships to organizations provide access and a base level of benefits to all members; sponsorships are events or initiatives specific and provide a level of benefits to the sponsor that is different from general attendees or members).

Sponsorship may include:

- Financial support of an event, initiative or award
- Promotional support using Memorial assets such as websites, signage on Memorial property, social media presence, Memorial staff creating materials such as videos, etc.
- Purchase of tables/tickets to attend events
- Use of university assets such as facilities and venues
- Access to university expertise including senior leaders (e.g. to be speakers at events with costs borne by Memorial).

Brand Management

All sponsorship materials must align with [Memorial's Brand Standards](#). Requirements for marketing assets to support sponsorship activities (ie. custom videos, pop ups, leave behinds, swag) are the financial and operational responsibility of the sponsoring unit and should be noted wherever possible in the one-page proposal. Note that, in general, the inclusion of the university's logo is generally not sufficient recognition of a sponsorship and specific additional benefits should be negotiated to meet the objective of the sponsorship activity.

Responsibilities

Individual units are responsible for all aspects of their negotiated sponsorships and should ensure that all relevant units within the university are consulted prior to signing an agreement to ensure that overall university needs are taken into consideration, and resources from other units are not committed without prior agreement. Individual units are responsible to ensure proposals, sponsorship agreements and evaluation are undertaken using templates provided.

Conflict of Interest

Memorial's Conflict of Interest policy should be reviewed and applied in the context of sponsorships.

Measurement and Evaluation

All sponsorships should be monitored and evaluated to determine that the anticipated value was realized and that the sponsorship experience did align with strategic considerations. Renewal of or repeating a sponsorship is not automatic and is contingent on a review by the sponsoring unit against the proposal and Memorial's strategic objectives.

Appropriate Coding of Expenses

All direct expenses should be coded to 71212 – Sponsorships. With the exception of travel expenses, this includes payments to the external organization as well as associated out of pocket expenses to activate the sponsorship (collateral, printing, etc). Travel should be coded as per regular processes.