

Policy for the Allocation of University Sponsorships

Office of Administration:	Office of the President & Vice-Chancellor
Approval Authority:	Executive Team
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Next Review:	November 2030
Review History:	N/A

Purpose

1. This policy governs all Sponsorship, monetary or in-kind, provided by the University in support of:
 - external events and activities, as well as
 - Internal and external events put on by recognized student clubs or groups at Laurentian.

In so doing, this policy sets the guidelines for the creation of productive relationships between the University and its partners to pursue shared goals.

2. This policy ensures that Sponsorships are aligned with the University's mission and goals, and that sponsorship requests are managed in a consistent way, benefitting both the partner and the University, and are administered in a way that promotes efficient delivery of commitments, financial management, and compliance with applicable laws.
3. This policy is under the jurisdiction of the President & Vice-Chancellor and is administered in consultation with the Executive Team, the Marketing Department, and the Communications Department. The Associate Vice-President, Students also plays a role in administering requests from student clubs or groups.

Scope

4. This policy applies to all staff and faculty members who are involved in acquiring Sponsorships or who are approached to sponsor an event by an external partner, or a student club or group at Laurentian.
5. The policy does not apply to affiliated student associations or their recognized student clubs that are sponsoring events, provided they clearly identify themselves as distinct from Laurentian University by, for example, stating that they are a distinct entity and by not using Laurentian branding.
6. Requests for financial support that do not meet the definition of Sponsorships received from student associations and clubs should be directed to the Office of the Associate Vice-President, Students.

Definitions

7. A **Sponsorship** occurs when the University provides in-kind or financial support in exchange for recognition as a sponsor and the ability to promote its brand or services.
8. **In-kind Support** may take many forms, such as:
 - Promotional support, such as internal promotion of an external event via web, social media, or other channels;
 - Use of the University's facilities, services, or intellectual expertise; or
 - Supply of branded University merchandise.
9. Sponsorships are distinct from **Gifts** or **Donations**, which are provided without any expectation of a return. The University may choose to make Gifts or Donations to charities or NGOs, for example, provided relevant legal obligations are respected.
10. **External** refers to third parties that do not originate with a group of students, staff, or faculty members that are part of the University.
11. A **Sponsorship Agreement** is a written arrangement to formalize a Sponsorship. A Sponsorship Agreement will include the terms of the agreement, the amount of the Sponsorship and the recognition provided in return, and shall be expressed in an agreement or contract.
12. **Conflict of Interest** is a situation in which an individual's private interests - whether financial, professional, or personal - conflict, or appear to conflict, with their duties and responsibilities to the University.

Principles

13. The University recognizes that Sponsorships can provide important image, marketing, and promotional benefits for the institution, while at the same time showcasing the University's values to the public.
14. The goal of Sponsorship is to connect with target audiences in ways that reinforce meaningful and positive perceptions of Laurentian University and build relationships by engaging the community, supporting the brand, increasing student enrolment, and creating new business opportunities and partnerships.
15. The goal of Sponsorship of events and activities organized by recognized students clubs or groups at Laurentian is to enhance and support the student experience.
16. The University will not enter into any Sponsorship where the association with the prospective partner or event would jeopardize the financial, legal or moral integrity of the University, or adversely impact upon the University's standing and reputation in the community.
17. All Sponsorship opportunities must be consistent with the University's mission, values, and guiding strategic documents, as well as with existing University policies.
18. Laurentian University will not consider Sponsorship of:
 - Organizations that promote sexual violence; alcohol, drug, or tobacco consumption; gambling; or illegal activities;
 - Political and religious groups;

- Deficits for events that have already occurred; or
- Events or activities that expose the University to potential liability or reputational damage.

19. A partner supported through a Sponsorship shall not use the University's name, trademarks, logo, or other intellectual property, except where the University has granted that permission. These items must still be used in accordance with the University's brand guidelines.

Policy Statement

Available funding

20. The funding available for Sponsorships may vary based on the University's financial resources, and the funding awarded may vary at the sole and absolute discretion of the University giving due consideration to the contents of the request.

Handling submissions

21. Requests for Laurentian University to sponsor an event will be submitted to the President's Office (president@laurentian.ca), and will be forwarded to the President's Office if received by another unit in the University. The form presented in Appendix A can be used to summarize the request.

22. The President can delegate responsibility for the adjudication of specific kinds of institutional Sponsorship requests to units that have a mandate and/or specialized knowledge that makes them especially suited to that task.

23. Requests should be received at least 30 days before the event to allow time for decision-making.

24. Requests should include the following information:

- The name of the organization;
- The description of the event or activity, including location, date and time (where applicable);
- A budget detailing the anticipated cost of the event, the type of support requested from Laurentian (be it financial or in-kind, with details provided in the latter case), and any other sources of funding;
- A statement outlining how the activity or event aligns with the University's mission, values, and/or guiding strategic documents.

Adjudication process

25. Requests for Sponsorship will be reviewed based on demand and funding available.

26. The Office of the President & Vice-Chancellor shall be responsible for the review and determination of all requests for Sponsorship by the University, in consultation with the Executive Team and with relevant units, except as where specified under section 21 of this policy.

27. Adjudication of a Sponsorship request will include consultation:

- a. With Communications regarding any potential reputational or issues implications of the Sponsorship; and
- b. With Marketing regarding any branding implications for the event.

28. Requests shall be determined based on the following criteria:

- Benefit for the University and for the relationships it is seeking to cultivate;
- Merit from a reputational and promotional perspective for the University, including ability to strengthen community partnerships and support brand awareness;
- Merit from an academic and research perspective, including potential benefit to students and to the student experience;
- Resources required and availability of resources, both financial and human; and
- Alignment of the activity with the University's mission, values, and key strategic documents, including the Strategic Plan.

29. Any contracts or agreements resulting from a Sponsorship shall be reviewed by the Office of the General Counsel and referred to the Office of Risk Management if deemed necessary.

30. A Sponsorship Agreement shall be required for any Sponsorship of more than \$5,000 in monetary contributions (e.g., excluding in-kind contributions).

Termination

31. No Sponsorship shall extend beyond the term agreed to by the two parties and as outlined in the Sponsorship.

32. The University retains the right to unilaterally terminate a Sponsorship at any time and for any reason within its sole and absolute discretion.

Conflict of Interest

33. All individuals involved in the evaluation, recommendation, or approval of Sponsorship requests must promptly disclose any actual, potential, or perceived Conflicts of Interest to the appropriate University authority. A Conflict of Interest arises when an individual's personal, professional, or financial interests could compromise, or appear to compromise, their objectivity or impartiality in the Sponsorship process.

34. In the event of a Conflict of Interest, the individual must recuse themselves from any related decision-making activities. The University retains the right to decline a Sponsorship or reassign decision-making responsibilities if a conflict of interest is identified.