Information
Campus Sponsorship

Number
PUR-19.00

Applicability
This procedure applies to University Administrators, Faculty, and Staff.

Administrative Authority
Vice President for Finance and Chief Financial Officer

Responsible Unit
Sally Molsberger - Chief Procurement Officer
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History
Original Date: Unknown
Revision Date(s): November 20, 2023
Reviewed Date(s): February 14, 2020; November 20, 2023

Categories

Statement:

1. All current or future sponsorship marketing agreements, inclusive of extensions and renewals of grandfathered agreements, must be communicated to, reviewed by and approved by the Office of Communications and Marketing.
2. OCM is the only department with authorized signatory authority on all sponsorship agreements or marketing contracts. Individual units or

departments should not contract directly with a sponsor on behalf of the University.

3. Any agreement that provides marketing access to university audience's en masse (e.g. all students, all faculty, all staff, all alumni, all visitors) are only managed and executed by OCM in partnership with the Department of Procurement Services.
4. If a unit identifies a prospective sponsor for a specific activity or asset, they must contact OCM to gain approval and ultimately execution of the final agreement.
5. OCM will be present on any department-specific Request for Proposal where sponsorship or marketing value could be a portion of agreement with the potential vendor, as determined by OCM and the Department of Procurement Services.
6. Anyone responsible for compliance of any type is responsible for notifying the Office of Communications & Marketing of any prohibitions relative to sponsorship.

Related Information:

All exceptions to the policy must have prior approval from OCM, which will be considered on a case-by-case basis.

For more information about this policy, including the rationale for the policy and definitions, please visit the Sponsorship Policy page.

Responsibilities:

Campus Sponsorship activities will be monitored by OCM in cooperation with the Office of Procurement Services. There will be an annual review by the Sponsorship Advisory Committee.