



Category: Finance	Responsible Owner: Executive Director	Effective Date: July 1, 2023
Policy Number: 3.8	Final Approval Body: Board of Governors	Proposed Review Date: July 2028
Policy Name: Sponsorship Policy	Forms:	Amendment History:

A. POLICY:

PURPOSE/COMMITMENT:

To enable the College to enter into sponsorship arrangements with external partners as a means of diversifying revenues and strengthening relationships with external communities.

SCOPE:

This policy will establish the rules for accepting and managing College sponsorships and governs the relationship between the College and any sponsors.

WHEN TO USE THE POLICY:

This policy is to be used in all forms of Sponsorship where a sponsor (such as a Corporation, not-for-profit organization, or individual) agrees to contribute, financially or in-kind, to sponsorship opportunities at the College in return for recognition, public acknowledgement or publicity, or other promotional consideration specific to the following College activities, programs, or assets:

- Special events organized by Departments or Student Clubs of the College
- College conferences or academic events such as the Limitless Conference
- College groups, clubs or teams (Example: Student Clubs, Athletics teams, etc), including where groups, clubs or teams are seeking sponsors for special activities, events, or projects
- Materials or Equipment at the College
- Community and/or Charitable programs of the College

This policy **does not apply** to philanthropic donations, charitable donations, or gifts that are freely provided to the College without any expectation of advantage to the donor, and/or where any recognition to be provided to the donor is limited to the Canada Revenue Agency guidelines for charitable donations. Any contributions to the College of this kind are dealt with under the College *Fundraising and Donation Acceptance Policy*.

DEFINITIONS:

1. **Sponsor:** An external partner or party to a contract with the College for a Sponsorship
2. **Sponsorship:** The relationship formed between the College and the Sponsor pursuant to a Sponsorship Agreement whereby the Sponsor provides funding and/or in-kind services/benefits to the College in return for permitted association with the College. Association with the College could take the form of publicity, promotional activities, Sponsor presence at College events, merchandising opportunities, etc.
3. **Sponsorship Agreement:** The contract between the College and the Sponsor setting out their respective rights and obligations in relation to a Sponsorship.

POLICY:

1. Columbia College is committed to being an inclusive space, open to diverse views discussed in a respectful and thoughtful manner, free of discrimination, hate, or bullying in any form. The College will not accept as a Sponsorship any transaction that would compromise these principles.
2. The College will not enter into any agreement with a Sponsor where the association with the Sponsor would jeopardize the College's financial, legal, or moral integrity, adversely impact the College's reputation in the community, or contradict the College's values or mission.
3. The College will not enter into any agreement with a Sponsor for Academic programs, curriculum, classroom material, or courses.
4. The College will accept Sponsorships as an additional source of revenue generation, provided that all Sponsorships are developed and maintained in accordance with College policies, procedures and guidelines in effect from time to time, including this Policy.
5. Benefits to Sponsors shall be commensurate with the level of financial and/or in-kind support received by the College from the Sponsor.
6. Sponsorships shall generally be non-exclusive; however, limited forms of exclusivity may be granted on a case-by-case basis provided the associated risks and benefits to the College are commensurate with the exclusivity, and subject to the written approval of the Board of Governors.
7. The College does not endorse the materials (i.e. products, services or ideas) of any Sponsor, used in connection with the Sponsorship.
8. Sponsorships are not eligible for official donation receipts (since only charitable donations would qualify for official donation receipts), but may be eligible for business receipts (provided such business receipts do not suggest the Sponsorship is a donation).
9. The College may use the Sponsor's name, trademark and/or logo or other intellectual property in connection with the Sponsorship, subject to permission from the Sponsor and any limitations under applicable professional accreditation rules or sector-specific association rules and policies (e.g. Canadian Marketing Association rules for advertising third party products).
10. A Sponsor shall not use the College's name, trademarks, logo or other intellectual property, except where (i) the College has expressly permitted the Sponsor one or more form of such use under the relevant Sponsorship Agreement; (ii) the Board of Governors has granted written permission to provide for the Sponsor's specific use the College's name, trademarks, logos or other intellectual property under the relevant Sponsorship Agreement; and (iii) the Sponsor uses the College's name, trademarks, logo or other intellectual property, in compliance with relevant College policies and procedures.
11. No commitment to a Sponsor shall extend beyond the term agreed to between the College and the Sponsor.
12. The College will not enter any sponsorship agreement where the terms or the sponsor would put College employees or Board members in a conflict of interest.
13. The Sponsorship Agreement shall allow the College to unilaterally terminate a Sponsorship, where:
 - a. retention of the Sponsor would be prejudicial to the College's reputation or found to be in contradiction with the College's values or mission; or
 - b. there is a material breach of the parties' agreement by the Sponsor.
14. The College Principal and Executive Director are vested with the authority to approve procedures as they relate to this Policy.

Category: 3.0 Finance

B. PROCEDURES:

1. If a College staff, Board member, or Club member (the initial proponent) identifies a prospective sponsor, they will notify the Executive Director of the prospect and the opportunity.
2. The Executive Director will conduct due diligence, defined as research concerning a potential Sponsor's operations, projects, background and reputation in order to determine whether the potential Sponsor meets the requirements set out in this policy.
3. Once the Executive Director has fulfilled due diligence concerning the prospective Sponsor, the Executive Director will work together with the initial proponent to confirm the primary contact at the College. The

primary contact could be the initial proponent, the Executive Director, or someone else at the College mutually agreed by the proponent and the Executive Director. If the Executive Director and the initial proponent cannot agree on a primary contact, the College Principal will make a final decision.

4. Once confirmed, the primary contact at the College may enter into negotiations with the potential Sponsor, supported by the Executive Director, and ensuring that any Sponsorship Agreement conforms with this policy.
5. The Executive Director will ensure that there is no conflict of interest or appearance of conflict of interest created by a potential or actual Sponsorship including, as an example, any conflict of interest with respect to College employees, any existing contracts or other interactions between the College and the Sponsor.
6. The Executive Director will provide the Sponsorship Agreement to the Recruitment, Admissions and Marketing Committee for their recommendation, which will be brought to the Board of Governors for review and approval before it is signed.
7. The Executive Director will take responsibility to implement the College’s commitments to Sponsors outlined in any Sponsorship Agreements, and will coordinate with the Finance Department to ensure sponsorship revenues are received and tracked accordingly.

LINKS TO SUPPORTING FORMS, DOCUMENTS, WEBSITE:

REFERENCE TO EMPLOYMENT AGREEMENT CLAUSES:

REFERENCE TO BYLAWS or ARTICLES:

RELATED ACTS AND REGULATIONS:

RELATED POLICIES:

3.4 Fundraising and Donation Acceptance Policy

APPROVALS:

Responsible Owner:	Date:
Principal or Designate:	Date:
IF APPLICABLE:	
Chair, Academic Board	Date:
Chair, Marketing and Recruitment Committee:	Date:

Chair, Finance Committee:	

APPROVAL FOR ALL POLICIES

Chair, Board of Governors	Date:
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Revision Date(s):	Replaces Policy Number:
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Note: The Policy Font is Calibri size 10.