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| **Section** | University Management |
| **Contact** | Corporate Events Manager |
| **Last Review** | September 2018 |
| **Next Review** | September 2020 |
| **Approval** | n/a |

**Procedures:**

There are three main procedures required when the University is involved with a Sponsorship as defined by the Sponsorship Policy. These are:

1. Evaluation of the Sponsorship opportunity, including notification of sponsorship
2. Approval to enter a Sponsorship, as detailed in the Sponsorship policy
3. Post-Sponsorship Evaluation

Evaluation of Sponsorship Opportunity:

The evaluation of a sponsorship opportunity is the first key milestone in the sponsorship process. The purpose of the evaluation is to identify all the opportunities and risks for the University that the sponsorship can provide. It will also rule out any sponsorship that do not measure up and may in fact damage the university’s reputation and brand.

Areas that need to be considered when evaluating a sponsorship are, and this is not an exhaustive list:

* What are the sponsorship costs?
* What will the leverage costs be in accordance with the Sponsorship Policy?
* Does the University have the necessary funds?
* What is the length of the agreement?
* What benefits does the University receive?
* Is there any risk to the University in being involved with this sponsorship?
* Are there any conflicting events that the University is already involved in (check the sponsorship register)?
* Is the sponsorship exclusive?
* What is the history of the event?
* Is the sponsorship compatible with the University’s Vision, Qualities, Brand and Objectives?
* Who are the target audiences and what are the expected numbers of attendees?
* How much notice do you have until the event?
* Is their media & promotion associated with the event?
* What are the leverage opportunities?
* What leads and conversions can be generated?
* Can the University’s employees be involved?

Approval to Enter a Sponsorship Agreement:

When seeking approval to enter a sponsorship the Sponsorship Application form is at Appendix 1. In accordance with the Sponsorship policy this is initially signed off by the relevant Senior Leadership Team member and then is forwarded through the Corporate Events Manager. If the sponsorship is within the Policy it will be registered and forwarded to the Vice-Chancellor for final sign off.

Contracts associated with the sponsorship should not be completed prior to final approval.

All sponsorships are to use the Finance Item Code of 1264 so that reporting can be done at a University level.

Post-Sponsorship Evaluation:

In accordance with the Sponsorship Policy, all sponsorships are to be evaluated against their business objective, and therefore reviewed prior to the University committing to further sponsorship period. Examples of evaluation critera are listed below and these can be used singularly or in combinations, as appropriate, to measure performance against the business objectives, in conjunction with other methods:

* Tracking of enquiries collected and recorded in MAS through to enrolment
* Market research of attendees about Massey’s involvement with the event and the perceptions of the University
* Measurable ROI indicators against enrolments
* Tracking of media mentions for the event and Massey University mentions in association with the event
* Achievement of specified engagement targets as relevant to the sponsorship.

Appendix 1

Sponsorship Application Form

University Department: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

College/Campus/Office: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Campus: National Share Service Albany Manawatu Wellington

University Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address & Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Organiser: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Term: from \_\_\_/\_\_\_/20\_\_\_ to \_\_\_/\_\_\_/20\_\_\_ for a number of terms \_\_\_\_\_\_\_

Date of Event(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Event Location(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reason to undertake Sponsorship: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Returns: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(What does MU get in return)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Cost: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In-Kind \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Leverage: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Funds that go towards promotion of the Massey brand)

In-Kind \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Funded by: GL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1264 \_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PR/RM \_\_\_\_\_\_\_\_\_\_\_\_\_ 1264 \_\_\_\_\_\_\_\_\_\_\_ $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Copy from previous page of application form)

**DVC/PVC/Provost Approval:** Approved Not Approved

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Name Position

Please forward this application to Corporate Events Manager via [email](mailto:k.douglas@massey.ac.nz) or internal mail to Corporate Events Manager, AL107, Auckland Campus

Corporate Events Recommendation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Recommended Not Recommended

**Vice-Chancellor Approval:** Approved Not Approved

Vice-Chancellor’s Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_\_\_\_\_\_\_

Please return this application to Corporate Events Manager via [email](mailto:k.douglas@massey.ac.nz) or internal mail to Corporate Events Manager, AL107, Auckland Campus

**Office Use Only:**

Sponsor Register Updated: Date: \_\_\_/\_\_\_/\_\_\_\_\_\_\_\_\_ By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Copy of Approval Sent to Department: Date: \_\_\_/\_\_\_/\_\_\_\_\_\_\_\_\_ By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Application Filed: Date: \_\_\_/\_\_\_/\_\_\_\_\_\_\_\_\_ By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_