

## SPONSORSHIP POLICY

<b>Section</b>	University Management
<b>Contact</b>	AVC External Relations
<b>Last Review</b>	June 2014
<b>Next Review</b>	June 2017
<b>Approval</b>	SLT 15/05/80
<b>Effective Date</b>	June 2014

### Purpose:

The purpose of this policy is to establish procedure and guidelines for:

- (a) The investment in a sponsorship by Massey University.
- (b) The procurement of sponsorship by Massey University for University related activity.
- (c) To ensure that Massey University gains the greatest benefit from its sponsorship investment.
- (d) The National Events and Sponsorship Team are notified of any external partnerships or sponsorships being agreed or procured by Colleges or Departments to ensure there is no conflicting activity.

### Policy:

Massey University has determined that when entering into a sponsorship or partnership agreement, with a third party, that its staff will take all practical care to associate with an activity or event that mutually supports Massey University's wider strategy, vision, brand, and objectives.

Sponsorship is a form of promotion and its funding should be approved by budget managers within their Delegated Authority. All sponsorships, those Massey investments in, or those being procured by Massey are to be registered, prior to any agreement being signed, with the University's National Events and Sponsorship Team in accordance with the Sponsorship Procedures document. This is to ensure that conflicting sponsorships or partnerships are not entered into. The University's National Events and Sponsorship Team manage and maintain a central database of sponsorships for the University.

The University's objectives when sponsoring or procuring sponsorship for an activity or event, but not exclusively, are:

- (a) raising the profile of the University with target audiences
- (b) grow reputation of the University's research and teaching
- (c) grow enrolments of domestic and/or international students
- (d) demonstrate the University is a socially and culturally responsible organisation
- (e) building engagement with communities of interest
- (f) enhancing the financial stability of an event or activity

Where possible, all sponsorships are to be industry exclusive. It is also preferred that the University holds the naming rights to the activity or event, but this is not essential. The University will not sponsor, and this is not an exhaustive list:

- (a) events/activities that support or are, for example:

- overtly religious
- sexually exploitative
- promote gambling
- drinking or drug taking.

Sponsorships that are undertaken by Massey University are to be funded at the following minimum levels:

- (a) Naming Right Sponsorships – 1:0.5 sponsorship rights to leverage funds
- (b) Non-Exclusive Sponsorships – 1:1.0 sponsorship rights to leverage funds.

This would mean that a \$1,000 non-exclusive sponsorship right will require an additional \$1,000 in funds to leverage the sponsorship.

Under funded sponsorship arrangement are of no benefit to the University, as their ability to meet the business objectives is limited and could be seen as Charitable Donations. Departments that undertake a sponsorship are to ensure that they can fully support the sponsorship with costs and resources.

To ensure that all sponsorships meet the University’s strategy, the following levels of approval are required:

Sponsorship Rights	Agreement Term	Delegation Approval Level
Up to \$5,000		PVC/RCE/AVC
Over \$5,000	Greater than 2 years	Vice-Chancellor

This delegation does not replace the Budget Manager’s Delegated Authority, but is to be used in conjunction with.

Where sponsorship rights are greater than \$5,000 and/or 2 years in duration or the Budget Manager’s Delegated Authority, whichever is the lesser amount, the sponsorship will require approval from the Vice-Chancellor, and the National Events and Sponsorship Team should be advised to ensure leverage and benefits are managed.

The University sees more benefit in longer-term sponsorships where there is a Win-Win relationship between the University as the Sponsor and the organisers/event. With all sponsorships there is to be a single point of contact between the University and the organiser to manage the relationship.

At the conclusion of each sponsorship period, a review of effectiveness is to be conducted against the business objectives and expected outcomes in accordance with the Sponsorship Procedure. This review will form the basis of future involvement with the sponsorship when the term of the agreement expires.

Sponsorship requests can frequently arise out of the relationship University staff have with organisations seeking sponsorship. This creates potential for appearance of conflict of interest. University staff progressing or approving a sponsorship proposal should therefore take care to declare any such potential for the appearance of conflict under the University Policy on Conflict of Commitment.

## Definitions:

### Sponsorship

Sponsorship is defined as a form of promotion where a partnership to support an activity or an event is formed from which the sponsor expects to derive tangible benefits.

### Social Sponsorship

Social Sponsorship is defined as a form of promotion where a partnership to support an activity or an event is formed to meet certain social needs, whether it is the provision of an amenity or supporting a fund-raising event, from which the sponsor expects to derive tangible benefits.

**Exclusivity**

Exclusivity means that the sponsorship agreement specifies that Massey University is the only sponsor.

**Industry Exclusivity**

Industry Exclusivity means that the sponsorship agreement specifies that Massey University is the only Tertiary Education sector provider that is a sponsor.

**Naming Rights**

Naming Rights means that the sponsorship agreement specifies that Massey University is the naming right sponsor and the activity or event will be known as “The Massey University ...”

**Sponsorship Rights**

Sponsorship Rights are the full costs for the rights to the sponsorship, and/or any resources the University commits to help run the event. It includes the sponsorship fees, costs associated with hosting the event on campus, staff time associated with running the event and any in-kind offering to the event.

**Leverage Funds**

Leverage funds are classed as any costs or resources that go towards promotion of the Massey brand in association with the sponsorship.

**Charitable Donation**

Charitable Donations are defined as a payment to an organisation/event with no expectation of a commercial return. These are not covered under this policy.

**Sponsorship Procurement**

Sponsorship procurement is where Massey University requests sponsorship funding from an external party.

**Audience:**

All Staff

**Relevant legislation:**

Nil.

**Legal compliance:**

Nil.

**Related procedures / documents:**

These include, but are not limited to, the following Massey University Strategies, Business Plans, Policies and Procedures:

Shaping the Nation and taking the best to the world: The Road to 2025  
External Relations Strategy  
[KIA MIA Strategy](#)  
[Pasifika@Massey Strategy](#)  
[Conflict of Commitment and Interest Policy](#)  
[Financial Monitoring & Control Policy](#)  
[Delegations Document](#)  
[Publication Policy](#)  
[Sponsorship Procedure](#)



**Document Management Control:**

Prepared by: National Events and Sponsorship Director  
Authorised by: AVC External Relations  
Approved by: SLT 15/05/80  
Date issued: 7 September 2009  
Last review: June 2014  
Next review: June 2017