

SPONSORSHIP PROCEDURE

Section	University Management
Contact	AVC External Relations
Last Review	June 2014
Next Review	June 2017
Approval	SLT 15/05/81
Effective Date	June 2014

Procedures:

The main procedures when the University is involved with a sponsorship as defined by the Sponsorship Policy are:

1. Completion of a pre-sponsorship evaluation, as per the below criteria
2. Completion of the Sponsorship Application Form
3. Notification of sponsorship (Massey investment or procurement) to the National Events and Sponsorship Team
4. Approval to enter into a sponsorship or partnership agreement, as detailed in the Sponsorship Policy
5. Completion of a post-sponsorship evaluation

Pre Evaluation of Sponsorship Opportunity:

The pre 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 or partnership 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 and value does the University receive?
- Is there any risk to the University in being involved with this sponsorship?
- Is there media and/or promotion opportunities associated with the sponsorship/event?
- What are the leverage opportunities?
- What recruitment or revenue leads and conversions can be generated?
- Are there any conflicting events that the University is already involved in (check the national sponsorship database)?
- Is the sponsorship exclusive?
- What is the history of the event or activity?
- Is the sponsorship compatible with the University's wider national strategy, vision, 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?
- Can the University's employees or various departments be actively involved?

Notification of Sponsorship to the National Events and Sponsorship Team

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.

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 to the Assistant Vice-Chancellor External Relations. If the sponsorship is within the Policy it will need to be registered with the University's National Events and Sponsorship Team or will be forwarded to the Vice-Chancellor for final sign off, followed by registration. The sponsorship register is available from the National Events and Sponsorship Director.

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 criteria 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 through to enrolment
- The event or activity provided a platform to promote and showcase our research and scholarship activity in our areas of specialisation
- The event or activity provided a platform to showcase our academic and research expertise
- Tracking of media mentions for the event and Massey University mentions in association with the event
- 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.

Document Management Control:

Prepared by: National Events and Sponsorship Director
Authorised by: AVC External Relations
Approved by: SLT 15/15/81
Date issued: 7 September 2009
Last review: June 2014
Next review: June 2017

Appendix 1

Sponsorship Application Form

University Department/College/Office: _____

Campus: National Albany Manawatu Wellington

University Contact: _____

Email Address & Phone Number: _____

Details of the Sponsorship, include contact name, organisation and any previous sponsorship or partnerships held:

Rationale for Sponsorship: _____

Sponsorship Benefits and Opportunities to Leverage:

(What does MU get in return)

Sponsorship Term: from ___/___/20___ to ___/___/20___ for a number of terms _____

Sponsorship Cost: \$ _____

In-Kind _____

Sponsorship Leverage: \$ _____

(Funds that go towards promotion of the Massey brand)

In-Kind _____



Date of Event(s) if applicable: _____

Event Location(s) if applicable: _____

Event Organiser if applicable: _____

Funded by: GL _____ 1264 _____ \$ _____

PR/RM _____ 1264 _____ \$ _____

Sponsorship: _____
(Copy from previous page of application form)

AVC/RCE/PVC Approval: Approved Not Approved

Comments: _____

Signature: _____ Date: ____/____/____

Name Position

Please mail this application to AVC External Relations, University House, PN 131.

AVC External Relations Comments: _____

AVC External Relations Signature: _____ Date: ____/____/____

Vice-Chancellor Approval:

Approved

Not Approved

Vice-Chancellor's Comments:

Vice-Chancellor's Signature:

_____ Date: ___/___/_____

Please return this application to AVC External Relations, University House, PN 131 for recording and filing.

Office Use Only:

Sponsor Register Updated:

Date: ___/___/_____

By: _____

Copy of Approval Sent to Department:

Date: ___/___/_____

By: _____

Application Filed:

Date: ___/___/_____

By: _____