



POLICY AND PROCEDURE STATEMENT

SUBJECT: Sponsorship and Advertising	CATEGORY: Advancement & Alumni	NO. 204-G
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PREAMBLE

Sponsorship at Saskatchewan Polytechnic is the collaboration between an external sponsoring organization or individual (hereafter known as "sponsor") and Saskatchewan Polytechnic for the purposes of enhancing the profile of the "sponsor" in exchange for material or non-material consideration and for improving the learning environment at Saskatchewan Polytechnic. Typical sponsorships may include but are not limited to:

1. Recognition (signage) on Saskatchewan Polytechnic property and/or a Saskatchewan Polytechnic event;
2. "Naming" of a facility, school, laboratory or program
3. Promotion or advertisement of the sponsor's products or services.

Advertising, as governed by this policy, is a subset of sponsorship where the purpose is to raise awareness of a product or service primarily, but not exclusively, through signage on Saskatchewan Polytechnic facilities or messaging affiliated with Saskatchewan Polytechnic programming. Advertising governed by this policy is done in exchange for material or non-material consideration.

Given the explicit *quid pro quo* in the sponsorship and advertising relationship, funds generated are not eligible for charitable income tax receipts in accordance with Canada Revenue Agency (CRA) Regulations and Guidelines

POLICY

Following are fundamental principles that guide Saskatchewan Polytechnic's relationship with sponsors and advertisers and potential sponsors and advertisers:

1. No sponsorship or advertising will entitle the sponsor or advertiser to influence any academic or business decision at Saskatchewan Polytechnic.
2. Sponsorship from vendors to Saskatchewan Polytechnic in no way suggests or implies those vendors shall benefit from any type of privilege in their business dealings with Saskatchewan

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Polytechnic. Vendors to Saskatchewan Polytechnic, and who are also sponsors of Saskatchewan Polytechnic, shall conform with the Procurement Policy and Procedures Statement # 1002.

3. Saskatchewan Polytechnic shall not enter into any sponsorship or advertising agreements that may jeopardize the financial, legal or moral integrity of Saskatchewan Polytechnic or adversely impact upon its standing and reputation.
4. No sponsorship or advertising agreement shall prohibit or otherwise unreasonably impede the free flow of information to and from Saskatchewan Polytechnic students, graduates, employees, or other stakeholders.
5. Saskatchewan Polytechnic reserves the right as the exclusive provider of sponsorship and advertising on Saskatchewan Polytechnic property and of Saskatchewan Polytechnic programs and events. Other organizations may conduct sponsorships or advertising on Saskatchewan Polytechnic property only with the exclusive written permission of Saskatchewan Polytechnic.
6. Any use of the Saskatchewan Polytechnic name and logo must be used in accordance with Saskatchewan Polytechnic's visual identity policies and with approval from Saskatchewan Polytechnic prior to that use.

This policy applies to all Saskatchewan Polytechnic employees, representatives, affiliates, or partners (faculty, staff, students, volunteers, student associations, alumni, etc.) who are involved in acquiring sponsorships or advertising related to Saskatchewan Polytechnic facilities or programming – including the identification, cultivation, solicitation and stewardship of prospective sponsors of Saskatchewan Polytechnic.

DEFINITIONS

N/A

PROCEDURES

1. All sponsorship and advertising agreements must be developed and formalized through Donor and Alumni Relations (DAR).
2. DAR shall notify, consult with and provide a reasonable opportunity for comment for the relevant deans and campus facilities managers as well as the provost and vice president, academic and the CFO and vice-president administrative services, executive director of public affairs as well as other relevant Saskatchewan Polytechnic stakeholders of all pending sponsorship agreements.
3. All sponsorship agreements must be authorized by the president and CEO – the authority may be delegated on a case-by-case basis by the president and CEO as per the Management Authorities Grid Policy #504-G.

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4. From time to time sponsorship or advertising revenue may be "dedicated" to a specific purpose directly related to specific Saskatchewan Polytechnic programs/schools. In such cases revenue splits between DAR and other Saskatchewan Polytechnic programs/schools will be agreed upon in writing prior to final agreement authorization (see 3 above) and ratified by the president and CEO and the provost and vice-president academic or CFO and vice president administrative services. In such cases revenue splits will be determined by pre-established guidelines created by DAR.
5. On-campus advertisements deemed by Saskatchewan Polytechnic for non-commercial and non-profit services by Saskatchewan Polytechnic affiliate organizations and individuals (i.e., Saskatchewan Polytechnic students associations' services, student clubs, students, etc.) will not apply to this policy but instead be approved on a case-by-case-basis by the relevant campus facilities manager.
6. All advertising displayed on campus is subject to Advertising Standards Canada guidelines (including but not limited to the Canadian Code of Advertising Standards and the Gender Portrayal Guidelines) and must otherwise be deemed in the interest of Saskatchewan Polytechnic and its learners and contribute to a positive learning environment.
7. An appropriate communications plan and announcement will be developed by Marketing and Communications to coincide with each new sponsorship and advertising agreement.

RELATED POLICIES/DOCUMENTS

Gift Acceptance Policy #202-G
 Conflict of Interest #704
 Procurement #1002
 Policy Development and Administration #506-G

APPLICABLE LEGISLATION OR REGULATIONS

N/A

AMENDMENT HISTORY

1. Original issue date: April 27, 2012
2. Revision dates: December 5, 2014
May 1, 2015
3. Scheduled review date: May 2018

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