

TITLE: SPONSORSHIP POLICY	
APPROVED: January 8, 2003	REVIEWED: June 24, 2011 (Approved by the Alumni/Foundation Board of Directors)
NEXT REVIEW: 2013-2014	
RESPONSIBILITY: Alumni & Development Manager, Community Relations	
APPENDICES: Appendix 1: Sponsorship Agreement Signing Authority Schedule	
CROSS-REFERENCE: Fundraising Endorsement Policy	

POLICY STATEMENT:

GPRC offers various sponsorship and partnership opportunities to individuals, businesses, service clubs and major corporations.

Defining sponsorship serves to distinguish it from corporate philanthropy and positions it as a business arrangement. Therefore, a corporate sponsorship is a contractual arrangement between the College and a partner designed to benefit both parties. The partnership is usually marketing-oriented and developed around a specific program or service of the College.

PURPOSE:

This policy exists to ensure correct receipting procedures are followed and appropriate recognition is given to sponsors.

SCOPE:

This policy applies to all persons acting on behalf of GPRC while seeking prospective sponsors.

DEFINITIONS:

Sponsorship: Financial support of an event or activity that is not eligible for a charitable tax receipt. The sponsorship must be connected with an event or activity arranged by the College.

Partnership: A contractual relationship in which two or more persons combine capital, labour, etc. to carry on a business or program, usually sharing the profits and losses in certain proportions.

Vendor Agreement:	An arrangement or understanding between the College and one or more of its contracted suppliers pertaining to the offering of products and/or services within the College.
Philanthropy:	An act or gift that promotes human welfare; active efforts of benevolence toward mankind.
Advertising:	Is defined as paid-for promotion of products or services.
Publication:	Any product promoted in printed or electronic media.

PROCEDURE/GUIDELINES:

The following guidelines manage the College's valued sponsor relationships.

Examples of various opportunities for sponsorships:

Opportunity	Activity	Department
Student conferences and/or projects	Sponsorship	Various departments
Athletic competitions	Advertising; sponsorship; vendor agreements	PEAK
Athletic programs	Advertising	PEAK
Special Fundraising Events	Sponsorship	Alumni / Foundation
Student recruitment initiatives (e.g. Open House; Job Fairs, etc.)	Partnership; sponsorship	Community Relations; Student Services

1. Receipting

Although the GPRC Alumni / Foundation is a registered charity and authorized to issue charitable tax receipts for various present or deferred gifts, it is imperative to note that Revenue Canada states that ***charitable receipts will not be issued to any individual or business who as a result of their sponsorship is receiving a direct benefit from their sponsorship gift.*** Therefore, where benefits of value are customary in return for certain sponsorship opportunities, charitable tax receipts will not be issued. (Reference *Charitable Receipting Policy*)

2. Recognition

The relationship between the business community and the College is valuable and time-honored. As such, in addition to the event or program specific sponsor recognition, the cumulative dollar amount of annual sponsorships will be stored in Community Relations database (effective July 1, 2001). Other sponsor recognition strategies as set out by Community Relations may be employed.

3. Sponsor Acquisition

On an annual basis, Community Relations will compile a listing of the sponsorship opportunities in cooperation with various department representatives (i.e.: PEAK Athletic Director) and key special event volunteers. This listing will be used to identify current and potential sponsors; to project college-wide sponsorship revenue; to establish consistent benefits to businesses; to plan for the communication of sponsor opportunities to the business community.

4. Stewardship

While event committees, student groups and College departments are responsible for securing various sponsors for projects, Community Relations is responsible for managing the ongoing relationship with the sponsors. Therefore it is vital that Community Relations Department be kept abreast of sponsor agreements College-wide. (Reference: Fundraising Endorsement Policy).

5. Agreements

Individual sponsorship agreements must be in writing and approved as per *Appendix 1: Sponsor Agreement Signing Authority Schedule*. Make clear exactly what has been agreed to, and who is responsible for what. This can range from a simple letter of agreement for to an in-depth contract for a marketing-driven sponsorship. Build in a clause such as, "GPRC must reserve the right to cancel its contract with the company concerned at any time; and to do so at very short notice, should the company's activities undermine the respect for, or the prestige of the College or any symbol representing the College." Spelling out the use of the College's name, logo and any College sub-brands is critical, as we are essentially selling our good name.

6. Communication

Any organization expressing an interest in sponsoring the College may request a copy of this policy.

SPONSORSHIP AGREEMENT SIGNING AUTHORITY SCHEDULE

SPONSORSHIP AGREEMENT VALUE	SIGNING AUTHORITY
Between \$5,000 - \$9,999	Alumni/Development Manager
Between \$10,000 - \$24,999	Vice-President External Relations
\$25,000 and above	President and CEO