

Procedures for Sponsorship Approval

Parent Policy Link:	<i>Sponsorship Policy</i>
Procedure Reference	SPNPR_2204N_SPN/ADV
Procedure Sponsor:	Director, Advancement
Procedure Contact:	Director, Advancement
Stakeholders:	Employees, Students, and Affiliated Organizations or Individuals

- 3.3 The Director of Advancement will review the Sponsorship Clearance Form and provide timely feedback on the proposed prospects for Sponsorship, and will identify any conflicts or if a relationship with a potential donor or Sponsor has already been initiated.
- 3.4 The Sponsorship Lead will receive timely notification from the Director of Advancement, either denying the request with reasons, or approval to begin solicitation for the Sponsorship. The Director of Advancement will provide advice and guidance as needed.
- 3.5 Following approval of the Sponsorship Clearance Form, the Sponsorship Lead will initiate a Sponsorship Agreement between the Okanagan College and the Sponsor. The Sponsorship Agreement is available on the College's Template Library.
- 3.6 Where appropriate, Sponsorship Agreements for more complex Sponsorship arrangements will be developed in consultation with the Director of Advancement and the appropriate Vice President.
- 3.7 In accordance with the College's Signing Authority Policy, and Schedule E - Approval Matrix for Revenue Generating and Other Agreements, all Sponsorship Agreements will be submitted in Etrieve for approval.
- 3.8 Sponsorship Agreements will receive the following approvals prior to the proposed initiative or activity taking place:
 - a) The Sponsorship Lead's Dean/Director and Vice President (for Sponsorships valued up to \$100,000),
 - b) and the President (for Sponsorships valued over \$100,000)
- 3.9 In order to receive approval, the Sponsorship Agreement will have an approved Sponsorship Clearance Form attached.
- 3.10 Approved Sponsorship Agreements will be filed in the College's Contract Registry.

4. Related Acts and Regulations

College and Institute Act

5. Supporting References, Policies, Procedures and Forms

Graphic Standards Manual

Naming Policy

Signing Authority Policy

Sponsorship Agreement Template and *Sample Schedules* (see *Template Library*)

Sponsorship Clearance Form (access in *Etrieve*)

History / Revisions

Date	Action
2022-04-04	<i>Procedure Approved by Director, Advancement:</i> Procedures for Sponsorship Approval

Sponsor Levels	Digital Recognition	Print Recognition	In-Person / Live Recognition	Naming Recognition (asset, program, or space) <i>Include duration of naming rights</i>

Budget

Please attach a detailed budget outlining the revenue sources (sponsorship, ticket sales, etc.) and expenses related to this event/activity/initiative. Use the paperclip icon below the form.

Additional Comments (Optional)

Closing Message:

- Your submission has been sent to your Dean / Director and once approved, will be received by the Director of Advancement for review. You will receive feedback and/or approval on your sponsorship request within ten (10) business days of receipt by the Advancement Office.