

<b>Title</b>	<b>Sponsorship</b>
<b>Number</b>	<b>B1015</b>
<b>Category</b>	<b>Administration</b>

## 1. PURPOSE

Sponsorship activities build and reinforce relationships with external communities, particularly the business community, and they allow Langara College the opportunity to diversify revenue sources to enhance the quality of education and training for students, as well as supports and services. The College acknowledges that, as a public institution, its reputation is a valuable asset. To protect the image, identity and reputation of Langara, sponsorship activities must be consistent with the College's mission and values.

Langara College recognizes that there are many marketing opportunities and valuable benefits that come from sponsorship agreements with like-minded organizations. The purposes of this policy are to:

- ensure that sponsorships enhance access to, and the quality of, education and training for students by providing additional financial resources;
- coordinate the College's sponsorship arrangements;
- define the types of sponsorship opportunities that Langara will undertake to ensure that standards are consistent and the College's reputation and public image are protected;
- encourage mutually-beneficial marketing opportunities with external agencies, businesses or organizations that strengthen our brand through association;
- ensure that the College only enters into appropriate promotional and sponsorship arrangements that do not influence or impede academic freedoms or contravene College policies;
- assess sponsorship opportunities fairly and equitably;
- ensure that the College maximizes the potential benefits of any sponsorship or other revenue-generating partnerships or agreements;
- establish criteria and a decision-making process for sponsorships of the College's activities;
- establish a framework and guidelines for the creation of appropriate and productive partnerships between the College and its sponsors (e.g. corporations, foundations, individuals and other non-governmental organizations); and
- ensure consistency in sponsorship recognition, practices, valuation and proper reporting of sponsorship revenues.

This policy applies to sponsorship agreements with individuals or organizations:

- on leased and/or owned College property;
- at College events;
- of programs/groups (e.g. athletic teams); and
- in College media communication (print or digital).

## 2. DEFINITIONS

**College event or program** – any activity organized by College representatives and supported by the College Board of Governors, Senior Leadership Team or other College officials whether on- or off-campus.

**College property** – College-owned and leased assets, including all land, green spaces, buildings, equipment, vehicles, signage units and official marks.

**College publications** – all materials produced by or for Langara College.

**Inventory of Marketing Assets/Benefits** – Langara has many available marketing assets that provide value and recognition to its sponsor/donor/naming partner(s). The inventory of marketing assets includes tangible and intangible elements that range from physical spaces to programs or events that are available for leveraging authentic and meaningful partner relationships. The vision for the inventory system is to be adaptive and flexible, allowing for the ability to create new additional tangible and intangible benefits.

Categories of Marketing Assets/Benefits:

- Tangible – e.g. building naming rights, secondary naming rights, College events, programs, and physical spaces, visibility through advertising and signage, hospitality and publications.
- Intangible – e.g. exclusivity, intellectual property and association through marks, logos, images and words.
- Additional tangible and intangible assets/benefits include digital marketing, campus activations, showcasing opportunities, etc.

**Licensing** – a contractual agreement that allows the use of College marks, images and words for approved applications in exchange for a royalty payment to the College.

**Naming Rights** – Naming Rights is a sponsorship that provides the benefit of special recognition in the form of Naming Rights on campus assets. Naming Rights transactions are most successful when they are strategic, inclusive and authentic; the name is merely recognition of a much deeper commitment, best achieved by strong service, stewardship and activation for the benefit of all involved.

**Prospect** – any logical source of support, whether individual, corporation, organization, government or foundation who can potentially provide backing (financial or in-kind).

**Senior Leadership Team (SLT)** – the President and Vice-Presidents of the College.

**Sponsorship** – a sponsorship is one where a corporation or entity exchanges value (cash, value-in-kind, or both) for recognition. Sponsorship may be referred to as or include partnerships, business-to-business relationships or strategic alliances with private, for-profit or public entities to generate both tangible and intangible benefits to both entities involved.

**Value-in-Kind (VIK)** – Value-in-Kind is a type of sponsorship where products and services appear as line budgeted operating expenses that could be provided by a partner and evaluated at best market price. All VIK is approved and evaluated by client organizations in advance and will be coordinated through normal procurement processes. Langara VIK opportunities range from small vendors or supplier deals to larger naming opportunities such as library, science and other large-scale equipment.

### 3. POLICY

#### General

3.1 Langara College may, from time to time, enter into agreements with other external agencies, businesses or organizations that provide marketing, licensing and business development opportunities for each party. These opportunities are established using operational criteria that are in keeping with the College's mission, established policies and strategic and academic plans.

#### Definitions of Types of Sponsorships

3.2 Types of sponsorships covered under this policy include:

- permanent or long-term corporate naming opportunities;
- program sponsorships tied to a College-wide initiative (e.g. athletic team, career centre, student engagement);
- program sponsorships tied to specific academic areas of research or study;
- project sponsorships tied to time-limited projects (e.g. contests);
- event sponsorships;
- in-kind sponsorships including, but not limited to, materials, rooms and equipment sponsorships;
- official supplier sponsorships that include value-in-kind partnerships; and
- licensing, advertising and cause-related marketing which may be explored as components of sponsorship agreements.

#### Prospect Clearance Committee

3.3 A Prospect Clearance Committee is established by this policy. The chief function of the committee will be to manage the prospects to be approached, ensuring that potential partnerships are in keeping with Langara's mission and values. This committee will be chaired by the Vice-President, External Development or designate, and will report regularly to SLT.

#### Sponsorship Agreements

3.4 All sponsorship programs will be established through a contractual agreement and must be approved by the Vice-President, Administration and Finance. Prior to any approval, all proposals will be reviewed and vetted by the Prospect Clearance Committee in collaboration with both the College Advancement and Communications and Marketing departments.

3.5 All sponsorship agreements over \$50,000 will be approved by the SLT. For proposals under \$50,000, the Director, College Advancement and Director, Communications and Marketing will review and make recommendations to the Vice-President, Administration and Finance for approval.

#### Criteria to Consider Sponsorship Agreements

3.6 As a publicly-funded non-partisan organization, the College will consider each sponsorship proposal on a case by case basis. All agreements will be negotiated and executed independently of all appointment, admission, graduation and curriculum decisions, and in keeping with its established practices and academic mission. In general, sponsorship proposals will:

- align with the College's mission, vision and values (as determined in the College strategic plan);

- not promote tobacco, firearms, weapons, academic dishonesty, any product or service that may interfere with safety or security on campus, or is harmful, dangerous or illegal;
- not be approved for political purposes, including for elections or referenda. This policy does not preclude all-candidate debates/meetings open to the campus community; and
- not be influenced by existing personal relationships between the prospective sponsor and stakeholders in the College.

3.7 All sponsorship agreements containing advertising components must meet Advertising Standard Canada guidelines including, but not limited to, the Canadian Code of Advertising and the Gender Portrayal Guidelines.

3.8 All naming opportunities of College assets proposed through sponsorship agreements must be consistent with the College's Naming Recognition Policy, B1014.

#### **Termination of Third Party or Sponsorship Agreements**

3.9 The College may terminate an agreement with a sponsor with appropriate notice where, in the opinion of the College, the activities or reputation of the business or organization has a negative effect on the character of the College or would bring harm to, jeopardize or damage the reputation of the College, as a result of activities or affiliations with the business or organization.

3.10 All contracts that are created with partner organizations for sponsorships will include a termination clause to ensure that each party is protected in the event that the partnership must end prior to the term of the agreement.

#### **4. RESPONSIBILITY**

For inquiries relating to this policy, contact the Vice-President, Administration and Finance and the Vice-President, External Development.

#### **5. REGULATIONS/PROCEDURES**

Appendix I - Prospect Clearance Committee Terms of Reference  
[Canadian Code of Advertising Standards](#)

<b>History / Revision</b>	
Origination Date	March 13, 2018
Amendment Date	Not applicable
Next Review Date	March 13, 2021

**Appendix I****Prospect Clearance Committee Terms of Reference**

<b>Committee Name:</b>	Prospect Clearance Committee
<b>Type:</b>	Standing Committee
<b>Chairperson:</b>	Vice-President, External Development or designate
<b>Committee Sponsor:</b>	Vice-President, Administration and Finance

**Purpose:**

The Prospect Clearance Committee is charged with:

- ensuring the College's sponsorship policy is up to date and relevant;
- identifying, monitoring, and tracking prospects who have the potential to support the College; and
- evaluating and making recommendations for sponsorship opportunities, ensuring all proposals are aligned with the College's mission, policies and strategies.

**Duties:**

The Committee will:

- create and manage a centralized list of all prospects and confirmed sponsors across campus;
- create a process that engages departments to collaborate on sponsorship opportunities;
- review and coordinate all prospect approaches by departments across campus to ensure an organized and conflict-free process; and
- review and make recommendations to the Senior Leadership Team (SLT) for all sponsorship proposals over \$50,000. For proposals under \$50,000 College Advancement and Communications and Marketing will review and make recommendations to the Vice-President, Administration and Finance for approval.

**Authority:**

The Committee acts in an advisory capacity to the Senior Leadership Team.

**Membership:**

The Committee is composed of the following members:

- Vice-President, External Development or designate;
- Director, College Advancement and Executive Director Langara College Foundation;
- Director, Communications and Marketing or designate;
- Communications Officer, Sponsorship & Advertising;
- Development Officers;
- Representatives from academic departments who are engaged with sponsorship activities (Co-op and Career Development Centre) and revenue raising projects; and
- Representatives from student support departments (i.e. Student Engagement) who are engaged in sponsorship activities.

**Budget and Resources:**

Meeting membership resources will be provided by College Advancement.

**Governance and Decision-making:**

- Chair, Vice-President, External Development or designate;
- The Committee will have one voice for outcomes regarding decisions made, shall judge each proposal and manage College prospects based on their own merits, and will consider their recommendations based on, but not be limited to, the following factors:
  - a) Benefits to Students, Faculty or the College
  - b) Reputational
    - background reviews on business or organization;
    - significance to the College;
    - whether the sponsorship opportunity advances the reputation of the College.
  - c) Financial
    - financial contributions made over a period of time to the College;
    - timeframes for payment of financial contributions;
    - valuation of the sponsorship opportunity;
    - activation and marketing costs of maintaining the sponsorship opportunity.
  - d) Timeframe of the Agreement

**Other Resources:**

Administrative support shall be provided as needed.

**Minutes:**

Record of proceedings will be taken.

**Meeting Schedule:**

Meetings will be held weekly to monitor and track prospect activity. Terms of Reference for the committee will be reviewed annually.