



External Sponsorship Policy

Category: External Relations;

Jurisdiction: Vice President, External Relations;

Approval Authority: Executive Team;

Established on: July 2, 2013;

Amendments: January 6, 2014; October 20, 2015.

Policy Statement

This policy governs all sponsorship, monetary or in-kind, provided by the University to external organizations.

Purpose

The purpose of this policy is to provide a set of guiding principles for External Relations at Lakehead University regarding the sponsorship of external events and activities. The goal of external sponsorship is to connect with target audiences in ways that reinforce meaningful and positive perceptions of Lakehead University by engaging the community, supporting the brand, increasing student enrolments, and creating new business opportunities and partnerships.

Scope

This policy applies to sponsorship of external events and activities by External Relations at Lakehead University.

Principles and Responsibilities

Core Criteria

Submissions, requests, or proposals for all types of sponsorships must stipulate how sponsorship will address the following core criteria:

- Consistency with Lakehead University's Vision, Mission, and Belief Statements, in addition to brand attributes;
- Provides measurable mutual benefits and outcomes;
- Enhances Lakehead University's reputation;
- Provides promotional opportunities for Lakehead University;
- Strengthens and supports brand awareness;
- Strengthen community partnerships.

Sponsored events, activities, and organizations shall be consistent with Lakehead University's policies, priorities, Vision, Mission, Belief Statements, and branding.

All University branded materials must be designed in accordance with the Brand Guide Book and must be approved by Marketing Support prior to production. This includes any designs using the University's logos, brands or identifiers on marketing materials, signage, merchandise or any other collateral.

Lakehead University will not consider sponsorship of:

- Individuals;
- Organizations that promote alcohol, drug or tobacco consumption, or gambling;
- Deficits for events that have already occurred;
- Monetary sponsorship of internal University events or activities;
- Events or activities that expose the University to significant potential liability.

Types of External Sponsorship

Sponsorship may be in the form of in-kind or financial support, or a combination of both.

In-kind support may take the form of:

- Promotional support, such as internal promotion of an external event, utilizing Lakehead University's Alumni Magazine, the Alumni E-zine, web and social media, email, Communication Bulletin, etc.;

- Use of Lakehead University's facilities, (buildings, grounds, equipment) services (printing), and intellectual expertise (staff and student), provided that the University is adequately insured and indemnified for such use;
- Supply of Lakehead University's branded merchandise (pens, mugs, clothing, etc.).

Financial support is defined as:

- A monetary amount for which Lakehead University is invoiced.

Types of Sponsorship Opportunities**Corporate Sponsorship**

Corporate sponsorship is defined as an opportunity to provide financial or in-kind support to an organization or project that will enhance Lakehead University's corporate reputation. Approved Corporate sponsorships will meet the core criteria listed above and the following additional criteria:

- Provide benefit to the University as a whole;
- Be relevant to one or both campuses, regional, provincial, national or international audiences;
- Enhance Lakehead University's profile and corporate citizenship credentials.

Community Engagement Sponsorship

Community Engagement Sponsorship is defined as an opportunity for Lakehead University to be involved with or to assist community organizations with their initiatives. Approved Community Engagement sponsorships will meet the core criteria listed above and the following additional criteria:

- Provide direct benefit to Lakehead University's communities;
- Create opportunities for the University to build relationships with community organizations and leaders;
- Preferably provide opportunities for staff and/or student participation;
- Demonstrate Lakehead University's commitment to good corporate citizenship.

Student Recruitment and Retention and Marketing Sponsorship

Student Recruitment and Retention and Marketing Sponsorship is defined as opportunities that directly relate to Marketing and Communications objectives. Sponsorship requests must meet core criteria listed above and meet the following additional criteria:

- Is a direct opportunity to attract or retain students to Lakehead University;
- Is an opportunity to promote a specific academic program, service, or facility at Lakehead University.

External Sponsorship Policy Implementation, Management, and Evaluation

Lakehead University's Alumni and Community Relations Director will be responsible for the assessment, approval or recommendation for approval, and management of all external sponsorship requests made at the Thunder Bay Campus.

Lakehead University's Principal, Orillia Campus in conjunction with the External Relations Associate will be responsible for the assessment, approval or recommendation for approval, and management of all external sponsorship requests made at the Orillia Campus.

Sponsorships exceeding \$500 will be evaluated to document if the activity was successful and if it met the sponsorship criteria and additional requirements. The evaluation shall be held on file for 7 years, and will be referred to when considering future requests for sponsorship.

Where sponsorship is ongoing the proposed activity will be reviewed, evaluated, and documented annually to determine whether sponsorship will continue.

Review Period: 2 years;

Date for Next Review: 2022-2023;

Related Policies and Procedures: To be determined;

Policy Superseded by this Policy: None.

The University Secretariat manages the development of policies through an impartial, fair governance process, and in accordance with the Policy Governance Framework. Please contact the University Secretariat for additional information on University policies and procedures and/or if you require this information in another format.

Open: Monday through Friday from 8:30am to 4:30pm;

Location: University Centre, Thunder Bay Campus, Room UC2002;

Phone: 807-346-7929 or Email: univsec@lakeheadu.ca