
Sponsorship Policy

Purpose	To define sponsorship guidelines to be used when attracting additional resources for the College.
Policy	VCC will enter into written agreements for the mutual benefit of the College and the sponsorship entities.
Applies to	Applies to VCC's internal and external communities.
Definition	Sponsorship is defined as an agreement which is marketing oriented and has benefit to the sponsor and VCC. It is not a gift to the College and is not tax-receiptable.
Procedures	<ol style="list-style-type: none">1) Any sponsorship opportunities presented to the College will be coordinated through the Sponsorship Committee, using the Guidelines for Evaluating Sponsorship Proposals and Content (Appendix I).2) The Sponsorship Committee will include representation from the Vancouver Community College Foundation to ensure the coordination of sponsorship and fundraising activities.3) In keeping with the Purchasing Policy the Sponsorship Committee will evaluate the opportunities based on their value to the College, such as:<ul style="list-style-type: none">• increased awareness of VCC• enhancement of VCC's image• donations/scholarships• improved community relations• international opportunities• student employment opportunities• royalties• price reductions• revenue streams.

- 4) If the Sponsorship Committee approves the sponsorship, a written proposal and recommendation will be forwarded to the Operations Council.
- 5) VCC will retain control over the content of all opportunities. Content will be congruent with VCC's mission and values. VCC will not enter into sponsorship agreements which promote the use of alcohol or tobacco. All content will be in accordance with the VCC Human Rights policy and provincial legislation governing advertising. Any questions with respect to content will be referred by the Sponsorship Committee to the Operations Council.
- 6) All sponsored goods, services and locations will be clearly identified by sponsor name or agent.
- 7) The Sponsorship Committee will provide the VCC Board with an annual report on sponsorship activity.
- 8) VCC recognizes that sponsorship is a fluid and evolving process. Therefore, the policy and guidelines will be reviewed annually.

APPENDIX I

SPONSORSHIP COMMITTEE GUIDELINES FOR EVALUATING SPONSORSHIP PROPOSALS AND CONTENT

While we recognize that individual proposals should be developed, reviewed and negotiated on a one-on-one basis, the following guidelines apply:

Participation

When evaluating proposals, the Sponsorship Committee* will invite others to participate at various stages, as necessary, depending on the circumstances involved and expertise required.

Companies

We will not exclude any company from presenting sponsorship opportunities to VCC. However, VCC reserves the right to refuse any proposal, including but not limited to, an organization whose activities are felt by the Sponsorship Committee to be incompatible with the College's mission and goals.

Proposals

The Sponsorship Committee will abide by the VCC Purchasing Policy and evaluate the opportunities fairly based on their value to the College, including:

- increased awareness of VCC
- enhancement of VCC's image
- donations & scholarships
- improved community relations
- international opportunities
- student employment opportunities
- royalties
- price reductions
- revenue streams

The Sponsorship Committee will recommend proposals for approval to Operations Council and ensure that they are channelled through the appropriate governance structure.

If the Sponsorship Committee determines that there is a possibility that a proposal will have an impact on instruction, the proposal will be sent to Education Council for approval before proceeding.

In the event that the Sponsorship Committee determines that a proposal will have an impact on an instructional environment, the appropriate department and, if requested by an Education Council representative on the Committee, Education Council will be consulted.

Content

All content of advertising and/or acknowledgement will be congruent with VCC mission and values as outlined in the 1999 Planning Document. The Sponsorship Committee will abide by provincial advertising and human rights legislation, as well as the VCC Human Rights policy. VCC will not advertise tobacco or alcohol products. In the context of being a public educational institution, VCC will not accept the following:

- advertising of tobacco or alcohol products;
- advertising from partisan, sectarian or extremist organizations;
- advertising which perpetuates gender, cultural or racial stereotypes, or which demeans any person or group.

When evaluating content of advertising and/or acknowledgement, at least two members of the Sponsorship Committee, one being the Human Rights Coordinator and another being the Education Council representative (or designate) will form a sub-committee preferably with gender mix. This subcommittee should also review this type of content with the Purchasing representative. Any questions with respect to content of advertising and/or acknowledgement will be referred back to the Sponsorship Committee and, if unresolved, to Operations Council.

Contracts

Contractual arrangements will clarify the roles, rights and responsibilities of both parties and protect VCC from unwanted liabilities.

VCC will negotiate a clause that would include the right to terminate the contract when it becomes evident that the organization's activities are felt by the Sponsorship Committee to be incompatible with the College's mission and goals.

Evaluation

The Sponsorship Committee will ensure that measures are in place to evaluate the effectiveness of the sponsorship. The Sponsorship Committee will prepare a report on

sponsorship activity once per year for the Board.

Sponsorship Committee Membership*

Director of International Education and Contract Training(Chair)

Representative, VCC Foundation

Representative, Education (Dean)

Representative, Education Services

Manager of Purchasing

CUPE Representative

VCCFA Representative

CCSA Student Representative

KESA Student Representative

Education Council Representatives (2)

Coordinator of Human Rights and Diversity

Director of Continuing Education

MH/ds

Committee membership revised: **November 22, 2001**

1. Policy Sponsor: Vice President, Finance and College Services

2. Approvals:

President: _____ Date: _____

Education Council Chair: _____ Date: _____

Operations Council Chair: _____ Date: _____

Board Chair: _____ Date: _____

3. Amendments:

President: _____ Date: _____

Education Council Chair: _____ Date: _____

Operations Council Chair: _____ Date: _____

Board Chair: _____ Date: _____

4. Review Date: