

Corporate Sponsorship

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Policy

To ensure a strong base of ongoing financial support, The British Columbia Institute of Technology will enter into corporate sponsorship agreements with a variety of companies as prescribed by the attached procedures to the mutual benefit of BCIT and the sponsoring corporation. A Sponsorship Committee consisting of the Director of Materials Management, the Director of Financial Services and the Executive Director, BCIT Foundation, will review all sponsorship agreements and recommend approval as appropriate to the Executive Committee through the responsible senior administrator.

Responsible Senior Administrator

- Vice President, Finance and Administration
- Executive Director, BCIT Foundation

1. Definition

A corporate sponsorship represents a contracted partnership between the British Columbia Institute of Technology and a corporation, designed to benefit both parties. The partnership is marketing-oriented and is built around a specific program or service of our organization (i.e., automotive programs, telecommunications services) or events such as Open House.

2. Sponsor Profile

- a. Only companies producing product(s) and/or service(s) compatible with the goals and values of BCIT, will be considered as potential corporate sponsorship partners.

To that end, companies producing the following product(s) shall not be considered for corporate sponsorship:

- tobacco
- alcohol

A company which owns another company which does not qualify as a corporate sponsor, may still be considered as a potential sponsorship partner itself as long as that company owns several other businesses that are not associated with the unqualified company's product(s). (i.e. BCIT may not contract Imperial Tobacco as a sponsor because it produces cigarettes; however, it may contract Imasco, which owns Imperial Tobacco, because Imasco owns several other unassociated businesses.)

With the exception of companies producing any of the products mentioned above, each potential corporate sponsor shall be considered on an individual basis within these guidelines.

3. Authority for Decision-Making Within BCIT

- a. The Sponsorship Committee consisting of the Director of Materials Management, the Director of Financial Services and the Executive Director, BCIT Foundation shall be responsible for interpreting these guidelines when determining the eligibility of a potential corporate sponsor.
- b. The Sponsorship Committee shall determine the program or service around which a sponsorship will be created, and the details of that alliance.
- c. The Sponsorship Committee, in consultation with the Vice President, Finance and Administration and the Vice President, External Affairs will recommend approval on any new sponsorship to the Executive.
- d. The Sponsorship Committee, in consultation with the Vice President, Finance and Administration and the Vice President, External Affairs shall determine the financial value of a sponsorship, its length and terms of payment.
- e. The Sponsorship Committee shall involve other Committees of the organization on sponsorship issues as appropriate.
- f. Final approval to any sponsorship agreement rests with the President.

4. Contracts

- a. The terms and conditions of a corporate sponsorship relationship shall be embodied in a written agreement between the parties. No sponsorship relationship shall exist without a written contract.
- b. All contractual agreements with sponsors shall be written by the British Columbia Institute of Technology and executed on BCIT's letterhead.

- c. The Sponsorship Committee, in consultation with BCIT legal counsel as required, will determine the terms of the contractual agreement.

5. Negotiations with Potential Sponsors - Step 1

The following information shall be obtained by staff and made available to the Sponsorship Committee in order to determine a potential sponsor's eligibility:

- a. nature and product(s)/service(s) of the company;
- b. information on the company's history and ownership;
- c. reason for the company's interest in our organization;
- d. the program/event conceived by the company, if applicable, around which they wish to create a sponsorship relationship;
- e. principals of the firm with whom BCIT will work, including any outside advertising or communications agency;
- f. level of the company at which the sponsorship has already been approved (if applicable);
- g. sponsor's expectation of performance by BCIT (and other levels of BCIT, if applicable).

6. Negotiations with Potential Sponsor - Step 2

Should the Sponsorship Committee wish to proceed to this stage, the following will be determined:

- a. willingness of the sponsor to enter a multi-year agreement;
- b. willingness of the sponsor to consider a test market program for the first year of the association, and the parameters of the test market;
- c. first year financial commitment;
- d. details of the specific promotion on which the sponsorship would be based initially;
- e. responsibilities of BCIT to the sponsorship;
- f. commitment, if required, from other levels of BCIT;
- g. that approval for the sponsorship has been obtained from the President or CEO of the sponsor company.

A written proposal will be prepared by the Sponsorship Committee in consultation with the Vice President, Finance and Administration and the Vice President, External Affairs, the Sponsorship Committee and approved by the potential sponsor.

7. Support of Sponsors by BCIT

- a. Ongoing encouragement and support of existing sponsorships shall be handled by the Sponsorship Committee which acknowledges that adequate senior staff time must be devoted to the maintenance of sponsorships, as well as the development of new ones.
- b. BCIT supports a formal Recognition Program for Sponsors to acknowledge their contributions. Form and content of such recognition will be determined by the Sponsorship Committee, and elements of this recognition may be embodied in the contractual agreement.
- c. BCIT shall use its best efforts to collect feedback and statistical data, where possible, on the effectiveness of sponsorship.
- d. BCIT shall not enter into a sponsorship agreement with a direct competitor of an existing sponsorship.

8. Termination of a Corporate Sponsorship

BCIT reserves the right to terminate an existing corporate sponsorship should any of the following occur:

- a. through changes in business practice, a sponsor becomes ineligible under any of the terms outlined in Clause 2 above;
- b. the sponsor uses BCIT's name outside the parameters of the sponsorship association, as embodied in the agreement, and without prior consent;
- c. the sponsor develops a public image incompatible with BCIT's values and mission.