Outgoing Sponsorship Policy

OVERVIEW

The aim of the University of Adelaide's Outgoing sponsorship policy is to:

1. coordinate the University's sponsorship activities

2. ensure the suitability of the sponsorship activity

3. understand the value of the sponsorship activity in terms of commitment and the outcome.

The policy and supporting documentation are structured to ensure sponsorship efforts are coordinated and consistent across the University.

It provides a framework for the University to maximise opportunities, as a provider of sponsorship, by enabling sponsorship proposals to be assessed fairly and equally, and by ensuring the University maximises the full potential benefit from any sponsorship arrangement into which it enters.

The Policy meets the needs of most situations from small-scale events to major sponsorship arrangements.

The University of Adelaide views its sponsorships as long-term investments in its commitment to the community. Only proposals that are consistent with the University's current corporate strategy, core values and communication strategy should be considered for sponsorship.

SCOPE AND APPLICATION

This policy covers all outgoing contributions and sponsorship programs, both financial and in-kind, supported by the University to external organisations.

The policy excludes gifts, bequests and sponsorship by an external organisation to the University of Adelaide, which is covered in the Advancement branch's coordination of the Giving policy.

This policy applies to all areas of the University participating in sponsorship activities.

POLICY PRINCIPLES

1. **Objectives**

   The University of Adelaide has three sponsorship objectives:
   a) to build its reputation within the community of South Australia, Australia and internationally by associating with organisations conducting worthwhile activities in the community
   b) to contribute to the community in which we operate
   c) to pursue opportunities for business development.

   In assessing a sponsorship application, it is necessary to consider how it may meet one or more of the above objectives of the University of Adelaide.

2. **Forms of sponsorship support**

   Sponsorship of an event or activity can be comprised of in-kind support, financial support, or a combination of both.

   Examples of in-kind support include:

   a) promotional or advertising opportunities – for example the University's printed publications
   b) access to the University of Adelaide facilities – tutorial rooms, lecture theatres, halls, etc.
   c) merchandise – branded pens, show bags, paper pads, etc.
   d) University of Adelaide expertise – academic or professional.

   In the negotiation of a sponsorship arrangement, it is important to clearly define the financial value of any in-kind support in cooperation with the Media and Corporate Relations branch to ensure consistency across all in-kind sponsorships signed by the University. The value of all sponsorship support will be recorded on the University's sponsorship database.

   Refer to the Sponsorship Guidelines and Sponsorship Flow Chart available on the staff Intranet [https://www.adelaide.edu.au/sponsorships/resources-for-staff] for more information about the sponsorship assessment process.

3. **Sponsorship activities**

   Through its sponsorship activities, the University of Adelaide looks to support relevant and a balanced mix of activities that reflect the diversity of its staff and students and the needs of the organisation.

   A proposal for sponsorship does not necessarily need to be linked to an education related activity in order for it to be relevant to the University of Adelaide.

   Sponsorship activities should aim to benefit the University one or more of the following:

   a) the community
   b) current, past or future students
   c) staff (past, present or future).

The University of Adelaide will not sponsor:

a) proposals that do not reflect the University's strategic objectives as outlined in the University's current strategic plan
b) proposals that do not reflect the University's brand attributes as defined in the current Brand Standards
c) activities tied closely to federal, state and independent political parties
d) programs that can reasonably be judged to be offensive or denigrating
e) activities that promote smoking, drugs-use or gambling.

4. Sponsorship plan

Best practice involves the development of a sponsorship plan to ensure the University is getting the benefit/value from the sponsorship activity. Request a copy of the Sponsorships guidelines from the Manager, Sponsorship and Community Relations for a reference when considering sponsorship as part of a marketing strategy, to support the development of a sponsorship plan.

5. Benefits to the University of Adelaide

Potential benefits to the University of Adelaide may include, but are not limited to:

a) increased exposure of the University of Adelaide's brand, name, services, merchandise and/or activities
b) the opportunity to build relationships that achieve the University of Adelaide's strategic goals and reflect its brand attributes
c) the opportunity to increase awareness of the University of Adelaide research outcomes
d) promotional opportunities in media (print, radio, TV, online) or the sponsorship recipient's owned/controlled channels
e) recognition of the University of Adelaide as a sponsor in promotional material, through the presence of the University of Adelaide logo
f) invitations to attend events or functions to network with relevant audience and to promote the University of Adelaide and/or specific business areas
g) product/service endorsement
h) staff or student involvement
i) naming rights
j) exclusivity, either overall (total) or for the higher education sector (i.e. category exclusivity)
k) reach to relevant target audiences
l) access to a mailing list, newsletter or database (subject to privacy provisions)
m) editorial/advertising in event program or other literature
n) ceremonial involvement and/or speaking role to an influential or relevant audience.

6. Sponsorship approvals

Approval and funding of any sponsorship request is the responsibility of the area that receives the request. The Media & Corporate Relations branch, via the Manager, Sponsorship and Community Relations, should be notified of sponsorship requests to ensure the opportunities are recorded, maximised and that potential conflicts are avoided.

Authorities

Key	Authority category	Authority	Delegation holder	Limits
Marketing	Brand	Authority to approve use of the University's name, logo, trademarks and all brand assets for the purpose of promoting the University, including sponsorship arrangements.	Chief Marketing Officer	Trademark classes 14, 16, 18, 20, 21, 25, 28,33 & 41 only
Media & Corporate Relations	Outgoing sponsorship	Authority to approve and sign sponsorship agreements	Vice-Chancellor and President, Executive Managers, Executive Deans, Division/Branch/Area Heads	Subject to areas' budgets

PROCEDURES

1. Sponsorship applications

Responsibility: Executive Managers, Executive Deans, Division/Branch/Area Heads

Where a faculty, school or other area within the University receives a sponsorship application it is recommended that Executive Deans or Area Heads communicate with the Manager, Sponsorship and Community Relations prior to a reply. This will allow the Manager, Sponsorship and Community Relations to provide advice to the area and notify of any anticipated clashes with the University's sponsorship objectives. Responsibility for approval and funding of any sponsorship request lies with the area that receives the request.

2. Sponsorship assessment

Responsibility: Executive Deans, Area Heads, Corporate & Government Relations

To achieve a consistent approach to sponsorship, all applications should be assessed according to the Sponsorship Assessment Form in the Sponsorships Guidelines. This is available on the University website.

Upon completion of the sponsorship proposal assessment, a copy of the assessment form should be sent to the Manager, Sponsorship and Community Relations to record in the University's sponsorships database. This database allows Marketing and Communications to provide advice to all areas in relation to the current (and past) University sponsorship activities, and allow for a coordinated approach to reporting on sponsorship within the University.

3. Branding of sponsorship activities

Responsibility: All staff

When using the University of Adelaide's name, logo, trademarks or brand assets all members of the University are required to adhere to the requirements under the University of Adelaide Act 1971 (SA), the Trade Marks Act 1995 (Cth), the University of Adelaide Brand Policy and the University Brand Standards.

Responsibility: Chief Marketing Officer, Division/Branch/Area Heads

The Chief Marketing Officer and Division/Branch/Area Heads have delegated authority to approve use of the University's name, logo, trademarks and all brand assets for the purposes of promoting the University, including sponsorship arrangements.

4. Evaluation of sponsorships

Responsibility: Executive Deans, Area Heads, Manager, Sponsorship and Community Relations, Corporate & Government Relations

At the conclusion of the sponsorship activity an evaluation of the program must be undertaken. Through the evaluation process the relevant area will review whether the initial objectives have been met, and the value and benefits the area and the University gained through participation in the sponsorship activity. The evaluation process will inform decision-making in the future with regards to the same (or similar) activity (activities). Refer to the Sponsorship Guidelines and Sponsorship Flow Chart available on the staff Intranet [https://www.adelaide.edu.au/sponsorships/resources-for-staff] for guidance on conducting the sponsorship evaluation.

Where the sponsorship program is ongoing, it should be evaluated annually.

DEFINITIONS

Within this Policy the term 'sponsorship' refers to all outgoing sponsorship provided by the University of Adelaide to external organisations, unless otherwise stated.

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Policy custodian	Deputy Vice-Chancellor and Vice-President (External Engagement) *Change of policy custodian from COO to DVCEE approved 8 April 2022*
Responsible policy officer	Director, Corporate & Government Relations *Change of responsible officer from Chief Marketing Officer to Director, Corporate & Government Relations approved 19 Oct 2022*
Approved by	Vice-Chancellor and President on 4 August 2014 Re-affirmed without amendments for further three year period on 13 December 2017 Re-affirmed, with minor amendments for a further three year period on 24 October 2024.
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Contact for queries about the policy	Director, Corporate & Government Relations