

Northlands College Policy

Community Sponsorship/Donations

POLICY STATEMENT

Northlands College recognizes that as a publically funded educational entity it has a duty and obligation to ensure that any funds it redirects towards sponsorship or donations are balanced by mutual benefit to the College and those it serves.

DEFINITIONS

To *sponsor* means to support an event, activity, person or organization either financially or through the provision of products or services. Sponsorship, unlike philanthropy, is undertaken with the expectation of a return (e.g., logo placement, speaking opportunity, exhibit space, etc). The sponsorship support and return can each be fulfilled either in cash or in kind.

GUIDELINES

When possible, Northlands College is proud to sponsor, support or attend external initiatives in its communities through contributions of:

- Resources
- Promotion to the college community
- Student involvement
- Gifts-in-kind
- Expertise
- Event participation
- A combination of the above

The request under consideration must:

- Be relevant and beneficial to Northlands College
- Fit with Northlands College vision, mission and values
- Fit with Northlands College strategic plan/Business Plan
- Provide potential to build bridges with and influence key stakeholders
- Demonstrate opportunities for Northlands College to influence
- Highlight recognition that Northlands College will receive
- Does not create an ongoing dependency
- Ensure that all communication angles will reflect positively on Northlands College students, Board and staff with minimal risk
- Disclose reputation of the requesting organization

Sponsorship eligibility criteria

If you are applying for sponsorship through Northlands College, the initiative must do one or more of the following:

1. Meet the needs of students.

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2. Support student recruitment.
3. Advance career opportunities for students or graduates.
4. Enhance the economic or social fabric of the communities in Northlands College catchment area.
5. Help Northlands College to advance its brand position.

Northlands College does not provide support to the following:

- Requests for personal donations.
- Other post-secondary institutions.
- Religious or political organizations.
- Individuals or family programs, projects or initiatives.
- Projects/products for commercial gain.

In addition to meeting the criteria in the previous section, requests will also be rated against the following elements:

Relative cost to exposure

- Is this exposure opportunity better than other marketing avenues at reaching the target group?
- How well can we leverage the sponsorship?

Audience reach and target

- Does this opportunity involve one of Northlands College stakeholder groups or key target audiences?
- Will our message be relevant with the target group?

Policy Originated: November 2018	Approved by: President & CEO
Last Approved: November 26, 2018	Signature: 