

# Sponsorship Requests to the University Procedure

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## Purpose

This procedure provides a consistent framework for Federation University Staff considering and responding appropriately to strategic sponsorship requests directed to the University.

Federation University strives to encourage and support events and partnerships that provide economic benefits and enhance local community life. This includes meaningful, impactful and long-lasting partnerships and transformative collaborations with employers, industries, governments and community organisations.

Requests may come from individuals, groups and organisations for financial or other assistance, in return for the promotion of a service provided by the University or in some way increasing public awareness of the University.

## Scope

This procedure relates to requests for funds allocated under the Vice-Chancellor's Sponsorship category, but serves as a guide for other staff members receiving similar requests.

## Legislative Context

Not applicable.

## Definitions

Term	Definition
Sponsorship	<p>Means a transaction between the University and an individual, group or organisation whereby financial or other assistance is provided by the University towards the production of goods, services, activities or events in return for promotion of the University, its courses or commercial services.</p> <p>Sponsorship does not include:</p> <ul style="list-style-type: none"> <li>• Applications for grants or funding through government or philanthropic trusts.</li> <li>• Joint ventures</li> </ul>
In-kind Sponsorship	Sponsorship is in the form of a product or service, in place of cash.
Naming rights	Public recognition of an organisation brand upon University owned assets, events or programs or public recognition of the University brand upon another organisation's assets, events or programs

## Actions

### Introduction

Sponsorships are used to maintain and enhance the University's corporate image and identify its role as a good corporate citizen. Limited funds are made available annually for this purpose.

The University receives many requests for sponsorship, support, prizes and assistance from a wide variety of organisations, schools, community groups and individuals. While we would like to help everybody, we are unable to proceed with requests that do not fit within our sponsorship objectives. In addition, budgetary constraints can limit our involvement with sponsorships.

While we are always open to requests for sponsorship, please bear in mind that we may not always be able to help.

Proposals that are clear, concise and well researched make it easier for the sponsorship team to consider proposals.

### Evaluating against assessment criteria

Proposals should ideally address the criteria outlined below while being considerate of the return on investment, without overly committing academic and professional staff.

This includes both monetary contribution and in-kind support. The true value of any in-kind support should be calculated prior to sponsorship approval.

The strategic intention for sponsorships is that they not only include branding opportunities but are multilayered, clearly supporting the University's strategic plan. The University will evaluate all sponsorship proposals on a case-by-case basis taking into consideration the following criteria:

**1. Alignment with the University's values and our transformational community focus. (This information can be found in the [Strategic Plan 2021-2025](#))**

The table below presents the objectives of the University Strategic Plan under the three broad aims. The proposed new partnership needs to align with some of the objectives in the table. In evaluating the proposals received, greater consideration will be given to those addressing areas not already covered by other partnerships.

Enhance lives	Transform communities	A strong and sustainable university
<ul style="list-style-type: none"> <li>• World-class multi-sector education available to all</li> <li>• World-leading research in our priority areas</li> <li>• Positive career and life impact</li> <li>• Broad access, diversity and inclusion, acknowledging our Indigenous heritage</li> </ul>	<ul style="list-style-type: none"> <li>• Research that drives economic and social transformation for all our communities</li> <li>• Deep, impactful and long-lasting partnerships with employers and industries</li> <li>• Transformative collaborations and partnerships with government and community organisations</li> <li>• Exemplars of future-focused university towns in Australia</li> </ul>	<ul style="list-style-type: none"> <li>• High quality, impactful research aligned to educational programs</li> <li>• High quality, relevant and profitable educational offerings</li> <li>• First choice employer and destination for students in each of our communities</li> <li>• Strong accountability, governance</li> <li>• A focus on sustainability</li> <li>• A dynamic and empowered workplace</li> </ul>

**2. Offers potential research collaboration**

The three broad areas of research at Federation are:

- Health and wellbeing – developing preventive treatment and care
- Society and the environment – Understanding and managing the world in which we live.
- Virtual, digital, and computational environments – exploring, analysing, and creating new realities through innovative technologies

A partnership may provide research opportunities through our Federation Schools or research centres. To explore research opportunities, contact the research office ([director.research@federation.edu.au](mailto:director.research@federation.edu.au)) or School Dean's office.

**3. Likely to create one or multiple student placements**

The following items should be considered:

- Are there prospects of gaining student placements for one or more Federation School programs? Can a minimum of placements be stated on a per annum or other basis within the agreement?
- Which audiences will be touched by this agreement and how will the communication lead to potential new students?
- What is the cost to reach the potential membership or other audiences on a cost/1,000 and how does this compare with standard advertising costs (to be assessed/provided by the marketing team)?

#### 4. Potential to drive student recruitment for TAFE/ HE/ HDR

Applications will be assessed against opportunities to promote brand, programs and facilities to prospective students. Alternatively that the organisation seeking sponsorship actively recruits students and agrees to deliver enrolments as part of the agreement. The recruitment maybe directed to members/players of the organisation or their business partners. If the agreement includes delivering x enrolments that stay past census this may partially or fully cover the sponsorship

#### 5. Potential to contribute to commercial outcomes

Applications will be assessed against potential to provide or increase commercial revenue/ to the University.

#### 6. Potential to contribute to high impact community engagement

Applications will be assessed against opportunities to achieve community engagement with the University, Programs and Facilities that aligns with strategic plan imperatives.

#### 7. Demonstrated tangible benefits to the University and the community

Applications will be reviewed to assess what tangible benefits the partnership will deliver.

#### 8. Other considerations

Evaluations of sponsorship proposals will also consider the following:

- The University's existing sponsorship commitments
- Available budget and financial allocation
- Achieving balance and variety in the types of sponsorship applications we approve

### Guidelines to take into consideration

- While we are always open to all types sponsorship requests, applications that reflect the core activities and purpose of the University i.e. education, research and community engagement may be given higher priority
- The over-arching principle guiding decision-making in relation to requests for sponsorship must be that of mutual benefit. There must be clear benefits both to the sponsorship seeker and to University as a sponsor
- Servicing of a sponsorship should not require the significant use of staff time and University resources
- Requests for renewal cannot be guaranteed and require the applicant to re-submit an application

### Sponsorship requests that will not be approved

- Repeat requests for sponsorship (for example an annual event). The University endeavours to support new ventures and community events
- Sponsorship that conflicts with, or is too similar to an existing University sponsorship
- Retrospective sponsorship of any project, event or organisation
- Specific activities or events run by Schools or Sections within the University – these should be the subject of funding proposals as part of the University's own internal budgetary process
- Requests from organisations having no direct association with the University's key regions - Wimmera, Ballarat, Berwick and Gippsland, because they would not generally meet the mutual benefit principle
- Requests for sponsorship by individuals participating in a group activity, on the grounds that this may discriminate against others within the group
- Requests not aligned with core educational values and functions of the University
- Individuals seeking support or raising money

- Fundraising organisations or aid appeals
- Sponsorship arrangements with the University that require product endorsements
- Sponsorship and/or signage that in any way conflicts with the images, reputation or the good name of the University
- Sponsorship that conflicts with the University policies or principles or with existing sponsorship arrangements
- Proposals linked to tobacco, alcohol or other products which could prove controversial or divisive

## Applying for sponsorship

1. All Vice Chancellor sponsorship applications must be made via email to [marketingrequests@federation.edu.au](mailto:marketingrequests@federation.edu.au) or through the [ServiceNow portal](#).
2. Queries can also be directed to [marketingrequests@federation.edu.au](mailto:marketingrequests@federation.edu.au) or through the [ServiceNow portal](#).

## Approvals

1. All sponsorships must be valued for cost of both cash and in-kind contribution.
2. All sponsorships must be formally approval by management under the financial delegation process.
3. All sponsorships must be approved by the sponsorship sub-committee who will meet as needed to review applications.
4. The sponsorship sub-committee will comprise of the Director Marketing; Executive Director Commercial Asset Program; Manager Commercial Services and where relevant Dean or Campus Head or nominee, Other staff may be co-opted depending on nature of request.
5. Outcome notifications – the sponsorship sub-committee will determine the appropriate responder for outcome notifications.
6. All applications must be responded to within 8 weeks.

## Conditions of funding

- Successful applicants enter into a formal agreement or contract that details the mutually agreed sponsorship conditions
- The sponsorship sub-committee's decision will be final regarding funding under this sponsorship process
- The University does not provide additional revenue for advertising associated with a sponsored event
- We may, but shall be under no obligation to, give reasons for not accepting any applications
- The University reserves the right to decline proposals that do not meet the above criteria, and to terminate agreements if they fail to meet agreed commitments
- Successful applicants must be able to provide an invoice on company letterhead and must have a registered ABN.
- It is requested that all successful sponsors consider the Commercial Services operations of the University and seek a quotation for their sponsored event needs where appropriate- this may include accommodation, venues, catering and printing needs.

## Responsibility

The COO/CFO (as the Approval Authority) is responsible for monitoring the implementation, outcomes and scheduled review of this procedure.

The Director, Marketing (as the Document Owner) is responsible for maintaining the content of this procedure as delegated by the Approval Authority.

## Supporting Documents

[Strategic Plan 2021-2025](#)

## Promulgation

This procedure will be communicated throughout the University via:

1. A FedNews announcement and on the 'Recently Approved Documents' page on the University's Policy Central website

## Implementation

The [Sponsorship Requests to the University Procedure](#) will be implemented throughout the University via:

1. an Announcement Notice under 'FedNews' on the 'FedUni' website and through the University Policy - 'Recently Approved Documents' webpage to alert the University-wide community of the approved Policy.
2. inclusion on the University's online Policy Library.