



## Sponsorship Policy

**Definition:** A contribution made by the Dalhousie Student Union that assists with the costs of an event/activity in return for publicized involvement.

### 1. Purpose

- 1.1 The Dalhousie Student Union (DSU) supports initiatives benefiting Dalhousie students.
- 1.2 The DSU supports events that affect Dalhousie students by contributing funding to assist with costs of an event/activity in return for publicized involvement of the DSU.

### 2. Sponsorship Review Committee

- 2.1 The Sponsorship Review Committee will be the DSU Board of Operations (Board). The Board membership will match the requirements specified in the constitution.
- 2.2 The Board will review sponsorship applications ~~monthly~~ during the first meeting of each month.
- 2.3 The Vice President (Finance and Operations) will be responsible for informing the applicants of the outcome decided by the Board.
- 2.4 Quorum shall be that of a regularly scheduled Board meeting set by the Constitution, as specified by the constitution.

### 3. Sponsorships

- 3.1 Each year there is a limited amount of funds allocated to Sponsorship and Public Relations. This amount is approved by Council as specified in the Constitution.

- 3.2 A maximum amount of \$1,500 is eligible per application. If an event requests additional funding beyond \$1,500, a letter justifying the request must be included in the application.
- 3.3 The Board will review applications on a monthly basis, thus applications may take up to 1 month to process

#### 4. Eligibility

- 4.1 Ideally events/activities must be coordinated by or for Dalhousie students.
- 4.2 May be a community event, or an independent student run event/activity.
- 4.3 An Organization or group may seek funding once (1) a year.

#### 5. Ineligibility

- 5.1 Sponsorship funding may not be awarded to assist individual students in attending an event or conference.
- 5.2 Sponsorship funding may not be used to purchase alcohol.
- 5.3 Sponsorship funding may not be used to cover day-to-day administrative expenses, even as part of the cost of an event.
- 5.4 Sponsorship funding may not be used to pay for tuition expenses.

#### 6. Disclaimer

- 6.1 There are limited funds each year; events will be prioritized at the discretion of the Board.
- 6.2 The Board will determine the relative merit of a sponsorship request based primarily on the quality and quantity of favourable publicity offered relative to the amount of sponsorship requested.

The application form must be fully completed, addressed, and delivered to the Vice President (Finance and Operations).

#### 7. Terms and Conditions

- 7.1 The terms and Conditions of sponsorship can be found in Appendix A.

## Appendix A

### Terms and Conditions of Sponsorship

#### Definitions

Sponsor – refers to the Dalhousie Student Union.

Sponsorship Agreement – refers to the Terms and Conditions of Sponsorship document.

Organization – refers to the group, business or organization seeking sponsorship

## **1. Term**

Subject to this agreement, sponsorship will commence upon the signing of the Sponsorship Agreement and will terminate one month following the scheduled event or the end of the academic term the event was held, whichever is greater.

## **2. Benefits**

Prior to the signing of the Terms and Conditions of Sponsorship, the Organization must demonstrate the benefits of sponsorship to the Sponsor, conversely, the Sponsor must convey the benefits of sponsorship to the Organization.

## **3. Objectives of Sponsor**

The objectives of the Sponsor for entering into the Sponsorship Agreement are:

- to associate the Sponsor name and brand with the event being sponsored
- to promote the Sponsor's brand and services
- to raise community awareness of event(s) being sponsored

## **Objectives of Organization**

The objectives of the Organization for entering into the Sponsorship Agreements are:

- to obtain financial support form the Sponsor for their Organization and it's event(s)
- to use Sponsor's products and services
- to raise community awareness of their brand and mandate
- to raise community awareness and promote Sponsor's services and brand

## **4. Leverage**

The Sponsor reserves the right, at its own cost to promote its brand, products and services at the events being sponsored provided it does not knowingly or recklessly hinder the objectives and mandate of the Organization.

## **5. Warranties**

### **Organization Warranties**

The Organization warrants that it maintains full legal responsibility for the event(s) in question. It will ensure that at the time of the event, it will have obtained all legal documentation including, but not limited to, government licenses and necessary permits required to host the event. Should the Organization fail to obtain necessary documentation it will accept full legal responsibility.

The Organization will not act in a manner that violates or causes detriment to the Sponsor's brand.

The Organization will advertise and verbally mention the sponsorship of the Sponsor. The Sponsor's logo and/or name will be used in promotional material used for the event(s).

### **Sponsor Warranties**

The Sponsor will conduct itself in a manner that will not infringe upon the reputation and mandate of the Organization.

The Sponsor will accept and perform its obligations outlined in the Sponsorship Agreement.

The Sponsor will not use the Organizations branding or logos unless authorized by this agreement or with the written consent of the Organization.

## **6. Media Exposure and Promotional Responsibilities**

The Organization will use all appropriate media endeavors to promote the Sponsor and its brand. Conversely, the Sponsor will use all appropriate media endeavors to promote the Organization and its event(s).

Both the Sponsor and the Organization will use all reasonable promotional materials and opportunities to promote the brand of the other party and its involvement in the event(s).

## **7. Early Termination of Agreement**

Both parties may terminate the agreement provided the other party has violated or failed to comply with the agreement. The party seeking to terminate the agreement must provide documented evidence that the agreement has been violated. In the event that the

event(s) did not come to fruition, funds must be returned to the Sponsor within 30 days of the agreements termination

## 8. Correspondence and Notices

Any correspondence between the two parties will be transmitted via a secure method including but not limited to post, fax and email.

### **SIGNATURE(S)**

**By signing you accept the terms and conditions outlined in Dalhousie Student union's Sponsorship Agreement.**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

The Dalhousie Student Union President and the Vice-President Finance and Operations are required to sign on behalf of the Dalhousie Student Union.

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_