

## Sponsorship and Donations in Residence

Effective:

Last Updated: 03/21/2017

### **PREAMBLE**

Student leaders in residence represent the Division of Housing and Ancillary Services, and Western University. As such, they should uphold the integrity of the University community. The following policy reflects the corporate policies of the University related to sponsorship and donations.

Sponsorship refers to any kind of corporate support that has been solicited for a program or event in exchange for formal recognition or acknowledgement (i.e. including a company logo on communications material). Corporate support may include products (e.g. prizes, refreshments, etc.) or funding for a specific program or event, but may not include ongoing operating funds of any kind.

A donation refers to a voluntary contribution made in the form of funding or product, given without any expectation of benefit to the donor or organization.

### **POLICY**

#### **Residence Staff**

In order to ensure that all students enjoy a similar experience regardless of building, Residence Staff are not permitted to seek sponsorship or request donations from external organizations for residence programs or events that are arranged as part of their staff portfolio. Staff are generally expected to rely on provided floor funds; however, exceptions can be made when there is an opportunity for a special event to be hosted off-campus, where there is a mutual benefit for students and the hosting organization (i.e. watching a sporting event at an off-campus location where free food is provided).

Requesting high-volume discounts as part of the price negotiation process is permitted, and would not be considered a donation.

#### **Residents' Council**

Sponsorship may be sought for a specific product or a one-time event/prize and not for ongoing operating funds of any kind. Any sponsorship, donation, or merchandise procured must not promote tobacco, alcohol or illegal substances, or contain sexual innuendo, and must uphold

the Commitment to Diversity. Sponsors must also be compatible with current contractual relationships established by Western (i.e. Coca-Cola has a contract with Western, so one would not be permitted to approach Pepsi for sponsorship). To protect the University's interest in potential cross-promotional programs and to prevent potential conflicts between units, Council will inform their Residence Manager in advance of any efforts being made to arrange sponsorship relationships with external organizations. Residence Managers will in turn inform the Director of Residences or Assistant Directors should additional consultation be needed.

Small donations to be used as prizes may be sought from campus partners and local community businesses. Donations should not be requested from corporate head offices to avoid interfering with corporate relationships established by Western. Councils should make every effort to coordinate requests of small donations with other Councils to avoid "over-asking" one supplier.

Any awards and recognition granted to its members or residents by Councils should not take the form of cash.

### **Examples of Requests of Donations and Sponsorship**

- Ads in newsletters and on t-shirts
- Orientation and Frost Week Kit trinkets, events, and clothing
- Prizes (e.g. gift certificates from campus partners, movie passes, etc.)
- Building clothing
- Plaque and recognition awards
- Champ's Cup jerseys

### **PROCEDURE**

Councils should seek approval from the Residence Manager prior to seeking any sponsorship agreement or donations. To avoid disappointment, it is recommended that Council give the Residence Manager at least two weeks' notice. Please email the Residence Manager with the following information:

- Details of the event for which donations are being requested (if applicable);
- All businesses/suppliers from which/whom donations are being requested;
- Types of donations requested;
- Sponsorship recognition plan (i.e. company logo included on Facebook event page).

All questions regarding the **Sponsorship and Donations in Residence Policy** can be forwarded to the Residence Manager or the Programming Coordinator in the Office of Residence Education and Programs.