



Effective: April 1, 2018
Last Revised: Initial Draft

Responsible University Office:
Chancellor

Responsible University Administrator:
Chancellor

Policy Contact:
Sr. Advisor to Chancellor, Dr. Neal Schnoor: schnoor@unk.edu
See Specific Contacts in **Contacts Section**

Sponsorship Policy

POLICY CONTENTS

Scope
Policy Statement
Procedures
Definitions
Related Information
Contacts
History

Scope

This policy is designed to establish processes and provide guidance to all UNK personnel and organizations (colleges, departments, academic and administrative units, intercollegiate athletics, student government and organizations, and all other University-affiliated organizations) that engage in *sponsorship acknowledgment*—including designation as a sponsor, trademark rights, events, programs, media and communications, or other activities. This policy shall guide *sponsorship* throughout the University, regardless of the financial value of the *sponsorship*.

* *Definitions for italicized words throughout may be found in the Definitions Section (pages 3-4).*

Policy Statement

Sponsorship will *benefit* the University community when conducted in a manner consistent with UNK's mission and values. As a non-profit public institution, protection of UNK's reputation, *assets*, and image is imperative. Sponsors gain value from exposure and association with UNK through *sponsorships (Qualified or Non-Qualified)* for which the University shall be compensated appropriately.

1. The Chancellor shall directly, or by delegation to members of the Cabinet, administer all aspects of this policy.

- (a) The Chancellor will directly oversee all *development* agreements involving the UNK campus in collaboration with UNK/NU Chief Foundation Officers and NU Officers and may delegate campus *development* oversight and compliance to Vice Chancellors, Deans and Directors.
 - (b) The Chancellor delegates responsibility for compliance and oversight of *sponsored projects* to UNK's Chief Academic Officer and Office of Sponsored Programs & Research Development.
 - (c) The Chancellor delegates responsibility for all other *sponsorship* agreements to UNK's Vice Chancellor for Business and Finance (VCBF) and Asst. Vice Chancellor for Communications and Community Relations (VCCCR). Together, the VCBF and VCCCR will work collaboratively with UNK units/personnel to:
 - (1) review and approve agreements;
 - (2) conduct due diligence reviews as necessary—ensuring appropriate campus representation;
 - (3) set forth all *sponsorship* terms in clear contractual agreements/memoranda of understanding;
 - (4) provide monthly updates to keep the Cabinet apprised of all *sponsorships*
 - (5) secure Cabinet approval for agreements that exceed \$10,000
 - (6) ensure that placement of sponsor acknowledgment (name, logo, trademark, advertising, e.g.) shall be in compliance with UNK and NU policies/guidelines; at minimum placement shall require approval of the VCBF & VCCCR (Cabinet, Chancellor, President/Regents, Foundation as required/appropriate) and requests for placement of sponsor acknowledgment on UNK facilities or property that are unique or an exception to UNK/NU policy must be reviewed and approved by the Chancellor under advisement of the Cabinet.
2. Criteria for evaluating *sponsorships* include, but are not confined to:
 - (a) *benefit* offered to the UNK community, or a portion/unit thereof, in exchange for the value offered in cash, *advertising* or *In-Kind* compensation;
 - (b) alignment with UNK's mission and core values; and
 - (c) the sponsor's values, reputation, brand, public perception.
 3. All *sponsorships* will abide by UNK, NU, and NCAA policies and associated brand, logo, trademark and *licensing* policies, guidelines and procedures.
 4. UNK's Chancellor and VCBF retain the right to dissolve a *sponsorship* relationship if a sponsor does not meet University standards or deliver on agreed upon terms.

Procedures

Both external and internal (UNK personnel) individuals/entities wishing to enter into a *sponsorship* agreement shall pursue one of the following pathways:

1. *Development* (Donor): contact UNK Foundation or UNK Chancellor's Office.

2. *Sponsored Project*: contact UNK Office of Sponsored Projects and Research Development.
3. All other *Sponsorships*: contact UNK Vice Chancellor of Business and Finance or Assistant Vice Chancellor for Communications and Community Relations.

Definitions

Acknowledgment is a term used to signify the recognition of sponsorship support. Typical acknowledgment may include logo placement and/or sponsor information in the media and communications associated with a University event or activity being supported by the sponsor.

Advertising is a paid service purchased by an entity.

Asset is a term used to describe the tangible items, programs, services, or activities owned by the University that provide a benefit to sponsors. These include, but are not limited to, marks, logos, signage, websites, materials related to activities supported by the sponsor, venues, media, events, programs, tickets, hospitality opportunities, and merchandise.

Benefits are any item or service provided to a sponsor in return for the sponsorship of a University activity, event, or program. Examples may include, but are not limited to, acknowledgment, event tickets, food and beverages, merchandise, or access to University services (i.e. meeting rooms, job boards, etc.).

Foundation includes UNK development and alumni functions, which engage stakeholders in meaningful interactions that foster pride, advocacy, and private support for the University. University development and alumni staff members work with internal constituents, including deans, faculty, and staff, and external constituents—philanthropic individuals as well as private gift- and grant-making organizations—to cultivate resources and relationships that advance the mission of the University.

Gifts are the voluntary provision of external support without any requirement of economic or other tangible benefit in return. Gifts may be made by individuals as well as by private organizations, and they may be designated for a specific purpose or left unrestricted by the donor. This includes underwriting gift support regarding events, media and communications.

In-Kind is a product or service provided by a sponsor in lieu of cash to a campus, school, college, department, unit, or student organization as part of a sponsorship agreement.

Licensing is a contractual agreement that allows the use of University marks, images, songs, and words for approved applications in exchange for a royalty payment to the University.

Non-Qualified Sponsorship is a sponsorship where the financial, or other support, does not meet IRS guidelines for qualified sponsorship payments and would not be exempt from Unrelated Business Income Tax (UBIT). For detailed information on UBIT, contact the University's Finance Office.

Qualified Sponsorship is a sponsorship where the financial, or other support, meets the IRS guidelines for qualified sponsorship payments. Qualified sponsorship payments are exempt from Unrelated Business Income Tax (UBIT). For detailed information on UBIT, contact the University's Finance Office.

Sponsored Projects (most often grants or contracts) are any projects receiving external support, including research, scholarly work, training, workshops, and services, that have defined performance requirements. The following conditions may apply: delivery of specific goods, services, or other deliverables by the University; performance milestones; transfer of intellectual property, ownership, or related rights; insurance, indemnification, or warranty; restrictions on publication of research results; or audit requirements.

Sponsorship is a relationship with an entity where that entity provides money, goods and/or services to the University through a campus, school, college, department, unit, or student organization, and in return, the entity receives acknowledgment of the sponsorship via media and communications including television or radio broadcasts, signage, tickets, programs, other print materials, and the Internet. The business entity may also receive other benefits. Sponsorships do not involve messages endorsing or comparing products or messages that relate to the quality of products. Sponsorships differ from development gifts, which are generally provided without expectation of tangible benefit.

Related Information

UNK Alumni Association: <https://unkalumni.org>

UNK Communications and Marketing: <http://www.unk.edu/ccr/>

UNK Foundation: <https://nufoundation.org/unk>

UN Foundation: <https://nufoundation.org>

UNK Office of Sponsored Programs and Research Development:

<http://www.unk.edu/academics/sponsored-programs/>

Contacts

Subject	Contact	Phone	Email
Donor Development	Lucas Dart		lucas.dart@nufoundation.edu
Sponsored Research	Richard MocarSKI		mocarskira@unk.edu
All Others	Jon Watts		wattsjw@unk.edu
All Others	Kelly Bartling		bartlingkh@unk.edu

History

Initial Draft Policy