



Dalhousie Student Union Building | 6136 University Avenue  
PO Box 15000 | Halifax, Nova Scotia, B3H 4R2

T 902.494.2140 F 902.494.5185 dsu.ca • @dalstudentunion

# Sponsorship Policy

## Policy Information

Oversight Body: Bylaw and Policy Review Committee

Date Passed by Council: July 16, 2020

Date of Next Review: July 2022

Title of Related Policies, Bylaws, Legislation: Bylaws 6, 7, and 10; Financial Policy Section 3; Dalhousie University Alcohol Policy

## Definitions

Committee: The Executive Committee of the Union.

Fiscal Year: The period beginning on April 1 of a given calendar year and ending March 31 of the following calendar year.

In-kind Support: Support consisting of goods and services in place of money.

Sponsorship: Action taken by the Union, including but not limited to the distribution of funds, carried out in order to support an initiative or project developed by an external group.

Union: The Dalhousie Student Union

## Purpose

The aim of the Union's Sponsorship Policy is to ensure that the Union sponsors activities that are consistent with the strategic direction and core values of the Union; to define sponsorship limitations and criteria, and to lay out the process for the assessment, approval, and coordination of sponsorship activities.

This policy lays out the general procedure and regulations for the allocation of funds from the Union's Sponsorship Fund, with the goal of supporting community initiatives while ensuring that the Union maximises the full potential benefit from all sponsorship arrangements.

## Scope

This policy applies to all in-kind or financial sponsorship activities provided by the Union which include the authorized use of the DSU brand, name, or logo.

## **Policy Statement**

### 1. Types of Sponsorship

- 1.1. Sponsorship may be provided in the form of in-kind or financial support, or a combination of the two.
- 1.2. In-kind support may take the form of:
  - 1.2.1. Promotional support, such as promotion of an event through the Union's social media channels;
  - 1.2.2. The use of Union facilities (space or equipment);
  - 1.2.3. Support from the Union's Executive, Council or full-time staff
- 1.3. Financial support may be provided in amounts not to exceed \$500 per organization per fiscal year.

### 2. Sponsorship Procedure

- 2.1. Sponsorships are available to external groups and organizations organizing events, programs, or other initiatives within Halifax Regional Municipality (HRM). Sponsorships are not available to groups internal to the Union, such as ratified societies, or for events which take place outside HRM.
- 2.2. Requests for sponsorship shall be made via the Sponsorship Application Form available on the Union's website. To guarantee consideration, applications for sponsorship must be submitted at least one (1) month prior to the date of the initiative for which funding is being requested.
- 2.3. The following information must be included on all sponsorship applications:
  - 2.3.1. A detailed budget for the initiative for which sponsorship is requested;
  - 2.3.2. A list of all other sources of revenue, including pending sources of revenue and information about when confirmation of pending sources is expected.
  - 2.3.3. An explanation of how Union members will benefit from the sponsorship.
  - 2.3.4. If financial support is being requested to pay for something the Union can provide through in-kind support (e.g. room bookings, printing services, etc.), an explanation of why funding is needed to acquire these services outside of the Union.

- 2.3.5. Information about the external group, including the size of the group and its activities.
- 2.4. A new Sponsorship Application must be submitted each time sponsorship is requested. Even where an organization is requesting sponsorship for a new iteration or version of an event or program that received Union sponsorship in the past, the applicant must submit a new application each time sponsorship is sought.
- 2.5. The Vice President, Finance and Operations, shall review each incoming application for eligibility requirements, and shall communicate with applicants about the status of their application.
- 2.6. Applications that the Vice President, Finance and Operations determines are ineligible will be denied in writing to the applicant, and the decision will be communicated to the Executive Committee.
- 2.7. The Committee will review and vote on applications for sponsorship once every four (4) weeks, at a minimum. The Committee's decision will be promptly communicated to the applicant.
- 2.8. When funding is approved, the Vice President, Finance and Operations or their designate shall coordinate sponsorship activities.
- 2.9. The Vice President, Finance and Operations shall keep a record of all sponsorships granted in a given fiscal year, including a copy of each sponsorship application, and shall report all sponsorship activities to Council.

### 3. Sponsorship Fund

- 3.1. The total value of the Sponsorship Fund shall be determined each fiscal year as part of the Union budget. Sponsorships will be limited to available funds and the Union reserves the right to reject applications, award funding at lower levels than requested, or to offer in kind support in place of financial support, based on budgetary planning.
- 3.2. In each fiscal year, monies from the Sponsorship Fund will be distributed as follows:
  - 3.2.1. Twenty per cent allocated from April 1 – August 31;
  - 3.2.2. Thirty-five per cent allocated from September 1 – December 31; and
  - 3.2.3. Forty-five per cent allocated from January 1 – March 31

### 4. Sponsorship Criteria

- 4.1. The Committee will evaluate sponsorship applications using the following principles:
  - 4.1.1. Consistency with the Union's strategic direction and core values, as outlined in the DSU Act, Bylaws, Policies, and other governing documents;

- 4.1.2. Mutually beneficial outcomes for both the Union and the group applying for sponsorship;
- 4.1.3. Creation of promotional activities for the Union, both internally (within the membership and Dalhousie) and externally (within HRM);
- 4.1.4. Direct benefit to the members of the Union and/or specific communities of members;
- 4.1.5. Opportunity for the Union to build relationships with community leaders and organizations;
- 4.1.6. Opportunities for student participation;
- 4.1.7. Emphasis on the areas of equity, accessible postsecondary education, sustainability, and/or human rights.

4.2. The Union will not consider sponsorship of:

- 4.2.1. Activities that contravene any legal statute, governing document of the Union, or the Dalhousie University Alcohol Policy;
- 4.2.2. Opportunities that may present a risk to the Union's reputation;
- 4.2.3. Organizations or events which do not reflect the Union's strategic direction and core values, or which violate the Equity Policy or other Issues Policy in any way.

4.3. Sponsorship cannot be used to fund the activities of any group, association, corporation, or charity other than those of the applicant.