



DURHAM COLLEGE STUDENTS INCORPORATED

SPONSORSHIP AND ADVERTISING POLICY

OFFICIAL CONSOLIDATION

Current as of

September 24, 2020

NOTES ON OFFICIAL CONSOLIDATION

This consolidation is current as of September 25, 2020.

The notes that appeared in the left or right margins are now in boldface text directly above the provisions to which they relate. They form no part of the enactment, but are inserted for convenience of reference only.

Table of Contents

- Durham College Students Inc.* 4**
- ARTICLE I: POLICY STATEMENT*..... 4**
 - Policy Statement4
 - Sponsorship4
 - Advertising and sponsorship4
 - Brand4
- ARTICLE II: PURPOSE* 5**
 - Overview5
 - Guidelines5
- ARTICLE III: APPLICATION*..... 5**
 - Application.....5
- ARTICLE IV: DEFINITIONS*..... 5**
 - Definitions5
 - Capitalization5
- ARTICLE V: RESPONSIBILITIES* 5**
 - Handling Donations and Sponsorship Requests5
 - Administration of Policy6
 - Accepting External Sponsorship Monies.6
- ARTICLE VI: GIVING OUT DONATIONS AND SPONSORSHIP MONIES*..... 6**
 - Donations6
 - Sponsorship6
 - Disclaimer7
- ARTICLE VII: EVALUATING SPONSORSHIP AGREEMENT WITH THIRD PARTIES*..... 7**
 - Merits7
 - Ethical Filters.....7
 - Research7
 - Review8
 - Prohibition8
 - Prohibition on party politics or religious activities8
 - Advertising.....8
 - One year limit9

Durham College Students Inc.
(hereinafter the “**Corporation**”)
**SPONSORSHIP AND ADVERTISING
POLICY**
(hereinafter the “**Policy**”)

Effective Date: May 1, 2019	Last Review Date: April 1, 2019
Approved by: Board of Directors	Authority Responsible: Managing Director

ARTICLE I: POLICY STATEMENT

Policy Statement

1.1 The Corporation supports events that affect Durham College Students by contributing to funding to assist with costs of an event/activity in return for publicized involvement of Corporation.

Sponsorship

1.2 In addition, sponsorship monies are deemed a desirable form of revenue diversification which allows Corporation to keep membership dues low and event fees affordable while contributing to the operational funds of the organization. Corporation may consider in kind, indirect and monetary sponsorships.

Advertising and sponsorship

1.3 Corporation accepts advertising and sponsorship to help support events, fundraising activities, and to lessen operational budget demands for some services, programming, materials, events, and facilities.

Brand

1.4 Corporation's reputation is a consideration when assessing brand association. Only reputable individuals and organizations whose image, product or services do not conflict with Corporation's mission or values may be considered as sponsors. There is no obligation to accept any sponsorship offer. Corporation's reputation and credibility always takes precedent over short- term monetary needs.

ARTICLE II: PURPOSE

Overview

2.1 This Policy outlines the procedure for: approving donations, evaluating sponsorship requests and soliciting sponsorships for events, programs and operations. Corporation supports initiatives benefiting Durham College Students.

Guidelines

2.2 This Policy has been developed to provide clear and consistent guidelines for Corporation Employees, Executives Officers, and Directors and Members regarding sponsorship and advertising.

ARTICLE III: APPLICATION

Application

3.1 This Policy applies to Executive Officers, Directors, staff and Members of the Corporation.

ARTICLE IV: DEFINITIONS

Definitions

4.1 The following meanings shall apply to this Policy:

“**Donation**” shall have the same meaning as described in the *Canada Income Tax Act*.

“**Sponsorship Committee**” shall have the meaning described at section 5.3 of this Policy.

“**Sponsorship Money**” Any contribution that pays to assist with the costs of an event in return for advertising and promotions of the CORPORATION.

Capitalization

4.2 Any capitalized term not defined herein shall have the same meaning assigned to it in the By-laws of the Corporation.

ARTICLE V: RESPONSIBILITIES

Handling Donations and Sponsorship Requests

5.1.1 For all donations and sponsorship requests, members and/or groups must complete Corporation sponsorship and Donation request form in order to be eligible for review. Invoice(s) may be requested by the Financial Controller for review to verify for

5

validity of the funds being released for the event.

5.1.1 All sponsorship and donation requests must be reviewed by the board within 30 days, and be approved by the directors of the board for funding to be released by CORPORATION.

Administration of Policy

5.2.1 The Managing Director is responsible for the administration of this Policy. The General Manager will assist with day-to-day implementation and interpretation.

5.2.2 The Board of Directors of Corporation will be held accountable for this Policy and for approval of all sponsorship agreements. All sponsorship agreements will be reviewed by the Board at the monthly Board Meeting, and a decision shall be made by votes of all Directors present.

Accepting External Sponsorship Monies.

5.3 If an agreement is solicited by an external party with sponsorship monies exceeding \$1500.00, a Sponsorship Committee composed of the Managing Director, Chairperson, the General Manager and the Financial Controller shall review the proposal to determine whether it is presented to the Board.

ARTICLE VI: GIVING OUT DONATIONS AND SPONSORSHIP MONIES

Donations

6.1 Donations shall be awarded on the following priority;

- Individual Corporation Members, organizing an event hosted to assist in promoting student life, diversity, and/or inclusivity within the Durham College Community. This Member shall be eligible for up to \$200 per fiscal year.
- Non-Corporation Members will not be eligible for any donations.
- Corporation Clubs will not be eligible for donations but may apply for funding through relevant Clubs funding avenues;
- All donations must be approved by the Board.

Sponsorship

6.2.1 All sponsorship must be recommended to and approved by the Board.

6.2.2 Approved sponsorship should be managed by either the General Manager, and/or Assistant General Manager.

6.2.2 Ineligibility.

6.2.2.1 Sponsorship or Donation funding may not be awarded to assist individual

members or groups to attend an event or conference.

6.2.2.2 Sponsorship or Donation funding may not be used to purchase alcohol.

6.2.2.3 Sponsorship or Donation funding may not be used to cover day to day administrative expenses, even as part of the costs of an event.

6.2.2.4 Sponsorship or Donation funding may not be used to cover member(s) tuition expense.

Disclaimer

6.2.2.5 There will be limited funds each year; events will be prioritized at the discretion of the board.

6.2.2.6 The board will determine the relative merit of a sponsorship request based primarily on the quality and quantity of favorable publicity offered relative to the amount of sponsorship requested.

ARTICLE VII: EVALUATING SPONSORSHIP AGREEMENT WITH THIRD PARTIES

Merits

7.1 While each potential sponsorship agreement will be considered on its merits, and judgement and discretion will characterize the decision-making, the following questions will always be raised:

- Would this association be a good fit with Corporation's image?
- Does the sponsorship conflict with our values?
- Does the sponsorship suit our overall strategy?
- Will this sponsorship help us realize our objectives?

Ethical Filters

7.2 Ethical filters that help determine a desirable sponsor are:

- Environment and health.
- Disclosure and accountability.
- Reputation
- Products and services offered

Research

7.3 Research on behalf of CORPORATION, particularly in choosing which organizations to proactively approach, will concentrate on those areas unless the theme of the event or program makes another focus more relevant.

Refusal to answer

7.4 A company may be rejected if the corporate representative refuses to answer a potentially relevant question. Not every question need be asked of every potential sponsor, and in many cases none of these questions will be relevant.

Noting not for profit status

7.5 The Corporation representative shall preface any questions by noting the CORPORATION, as a not for profit organization, must withstand extra scrutiny. The questions are asked to fulfill due diligence requirements. If an organization representative is later found to have misled CORPORATION, Corporation has the right to cancel the agreement.

Review

7.6 Sponsorship shall be reviewed with more rigor and detail where the risks to Corporation's credibility and integrity are higher. In such circumstances, information obtained solely from the potential sponsor is rarely sufficient. It may be sufficient in combination with public information. If no such public information is readily available, research is required. Any sponsorship question may be raised with the Board between meetings if staff or committee wishes to draw on a wider knowledge and perspective available from Board members.

Prohibition

7.7. It is unfair to the Corporation's volunteers and agents, and to the potential sponsor, to put time into an arrangement which has no hope of acceptance. Corporation will not continue sponsorship discussions with any organization once that organization, its parent or subsidiaries is found to be engaged in Criminal activity

Prohibition on party politics or religious activities

7.8 To ensure that Corporation is perceived as an organization welcoming to everyone involved within the Durham College Community, Corporation shall not enter into sponsorship discussions with organizations that have a primary focus on Party politics and Religious activities.

Advertising

7.9 Corporation will not allow promotion or advertising that:

- Presents demeaning or derogatory messaging or portrayals of individuals or groups
- Endorses controlled substances, tobacco brands or vape products, weapons manufacturing, weight-loss products or cosmetic surgery, adult entertainment, cheque-cashing services or pawn dealers, or any other product or service that may be deemed exploitative
- Corporation will not allow the promotion of alcohol, gaming, or gambling to students
- Or any other messages that may damage Corporation brand and image.

One year limit

7.8 Corporation will only commit to sponsorships for one year and they will be reviewed by the Board of Directors for renewals at the initial board meeting.