

SPONSORSHIP PROCEDURES

Section	University Management
Contact	DVC Students and Global Engagement
Last Review	February 2023
Next Review	February 2026
Approval	SLT 23/01/07
Effective from	February 2023

Purpose:

The purpose of these procedures is to:

1. Ensure Te Kunenga Ki Pūrehuroa Massey University gains the greatest benefit from sponsorship investments.
2. Ensure the National Events and Sponsorship Team are notified of any external sponsorships or partnerships being agreed or procured by Internal Stakeholders to ensure there is no conflicting activity.

Procedure:

Massey University has determined that when entering into a sponsorship agreement with a third party, the following procedures must be followed:

1. Identify sponsorship opportunities and Return on Investment for the university, as outlined below.
2. Undertake appropriate legal due diligence, prior to any verbal agreement or written agreement being signed.
3. Complete the sponsorship application form at Appendix 1 of this document, and obtain relevant sign off, prior to any agreement being signed in accordance with the Delegations of Authority policy.

Sponsorship Opportunities/Risks:

Identifying sponsorship opportunities and risks is critical to ensuring the university is investing in sponsorships that will enhance the university's reputation and engagement with future students, while delivering on the university's strategic pou:

1. Te Pou Rangahau - Research
2. Te Pou Ako - Teaching and Learning
3. Te Pou Tangata - People
4. Te Pou Hono - Connection

Opportunities to be considered:

- Benefits and value for the university
- Brand promotion opportunities
- Communication opportunities
- Lead generation
- Target audiences and expected numbers of attendees

Risks to be considered for investment in and procurement of sponsorships:

- Sponsorship costs
- Leverage costs
- Resource to service the agreement
- Department budget available
- Length of agreement
- Risks identified (cancellation, negative brand image, negative media)
- Contractual conflicting events
- Partner exclusivity
- History and success

Other considerations:

- Exchanging large amounts of money for logo placements only - low benefit to university
- Limited reach beyond the event (no digital footprint)
- One off event where the investment is costly and generic benefits provided:
- Logo placement in programme / invites
- Banner in event spaces
- Tickets to event
- One minute speech

Approval to Enter a Sponsorship Agreement:

When seeking approval to enter a sponsorship agreement at \$5,000 or more, the Sponsorship Application form at Appendix 1 must be completed and then:

1. Signed off by the relevant Senior Leadership Team member.
2. Appropriate legal due diligence undertaken.
3. Forwarded to the NEST Manager for approval and registration on the database.
4. The National Events and Sponsorship Manager will then forward Appendix 1 and the contract to the DVC SaGE or Vice-Chancellor for final sign off (depending on delegation).

All sponsorships are to use the Finance Item Code of 1264 so that reporting can be done at a university level.

Post-Sponsorship Evaluation:

At the conclusion of the sponsorship term, all sponsorships are to be evaluated against their business objectives, and therefore reviewed prior to the university committing to a further sponsorship period.

Document Management Control:

Prepared by: National Events and Sponsorship Manager
Authorised by: DVC Students and Global Engagement
Approved by: SLT February 2023
Date issued: February 2023
Last review: February 2023
Next review: February 2026

Appendix 1
Sponsorship Application Form

University Department/College/Office: _____

Campus: National | Auckland | Manawatū | Wellington | International

University Contact: _____

Email: _____

Phone Number: _____

Details of the Sponsorship; include contact name, organisation and any previous sponsorship or partnerships held:

Rationale for Sponsorship: _____

(What does MU get in return)

Sponsorship Benefits: _____

Sponsorship Term: from ___/___/20___ to ___/___/20___ for a number of terms: _____

Sponsorship Cost: \$ _____

In-Kind:

Date of Event(s) if applicable: _____

Event Location(s) if applicable: _____

Funded by: GL _____ 1264 _____ \$ _____

PR/RM _____ 1264 _____ \$ _____

Sponsorship: _____

(Copy from previous page of application form)

SLT Approval: Approved Not Approved

Comments: _____

Signature: _____ Date: ___/___/_____

_____ Name
Position

Please email this application to the [National Events and Sponsorship Manger](#).

NEST Approval: Approved Not Approved

Comments: _____

Signature: _____ Date: ___/___/_____

DVC SaGE / Vice-Chancellor Approval: Approved Not Approved

Comments: _____

DVC SaGE / Vice-Chancellor's Signature: _____ Date: ___/___/_____

Office Use Only:

Sponsor Register Updated: _____ Date: ___/___/___ By: _____

Copy of Approval Sent to Department: _____ Date: ___/___/___ By: _____

Application Filed: _____ Date: ___/___/___ By: _____