

# **AMS SPONSORSHIP GUIDELINES**

*Approved October 24, 2012*

## **Definition of Sponsorship**

Sponsorship is a business relationship in which a Sponsor provides funds, resources or services to the AMS and in return receives some tangible or intangible rights and/or associations that may be to their commercial advantage. Sponsorship does not apply to day-to-day operations and transactions, including but not limited to commercial space bookings, advertising in the AMS publications, or the purchase and/or supply of goods and services, where the material value to each organization is considered equal.

## **Purpose of Sponsorship**

The pursuit of sponsorship funding is to contribute to the improvement of student life by garnering external funds and resources not normally received in the day-to-day operations of the AMS. These funds shall be utilized to enhance the provision of services and extra-curricular programming by the AMS.

The following sponsorship guidelines are designed to:

1. Increase awareness within the AMS of the potential benefits and disadvantages of sponsorship.
2. Remove existing ambiguities as to acceptable and unacceptable provisions within sponsorship agreements in order to create a consistent approach to sponsorship.
3. Ensure sponsorship agreements are consistent with the Respectful Environment Policy of UBC as well as the goals and mission statement of the Society.

## **Scope of Sponsorship**

As Sponsorship ultimately reflects on the whole of the AMS, it is anticipated that all AMS businesses, clubs, constituencies and resource groups will use these guidelines when negotiating and accepting sponsorship proposals.

## **Sponsorship Guidelines**

### **1.0 Sponsorship Packages**

- 1.1 The AMS will develop a sponsorship package for Sponsors outlining the potential commercial value of AMS services, events and business operations. The package and the valuation of AMS services, events, programming and business operations will be devised in consultation with appropriate staff members.

### **2.0 Exclusivity**

- 2.1 The AMS will not offer exclusive rights to a single corporation to sponsor all events for a given year. The AMS may grant exclusive representation to a sponsor on an event by event basis.

### **3.0 Reputation Considerations and a Respectful Environment**

- 3.1 All sponsorship contracts shall include a provision for adherence to the Society's reputation guidelines. In the event that evidence becomes apparent of the sponsor's failure to adhere to said guidelines, the AMS retains the right to amend or withdraw from the agreement and provide written notice to that effect.
- 3.2 All Sponsors and Sponsorship materials must be from reputable companies or organizations.

### **4.0 Promotion and Advertising**

- 4.1 Sponsors will be permitted to put logos on posters advertising events they are sponsoring. The posters will be of AMS design with sponsor logos being provided by the sponsor.
- 4.2 The Director, Services may grant special permission for a sponsor to use its own posters and promotional material for advertising.
- 4.3 The most significant exposure that will be offered to a sponsor is a co-billing arrangement in which the name of the sponsor will be subsidiary to the name of the AMS, which will act as the lead presenter in all cases.
- 4.4 Preferred positioning and/or increased size of a sponsor's logos will be offered if the content of the agreement justifies it insofar as the sponsoring company's offer is significantly generous to warrant such exposure.
- 4.5 All sponsorship contracts shall acknowledge that the AMS retains the right of final approval on all promotional material, messages and content.

### **5.0 Sponsorship Finances**

- 5.1 For accountability and transparency purposes, all monies earned from sponsorship contracts shall be deposited in to their respective sponsorship revenue line items for allocation and disbursement.
- 5.2 Any AMS department whose services and/or resources are included in a negotiated sponsorship contract shall be compensated from monies arising from said contract. The Director, Services shall determine the value of the compensation for services rendered and/or resources used.
- 5.3 The Budget Committee will allocate surplus or unassigned sponsorship monies throughout the Society as it sees fit. Sponsorship revenue will be allocated to a specific service, event or department if such allocation is a provision of a sponsorship contract for the purpose of significantly improving the event or service.
- 5.4 AMS services and departments may request a portion of the Society's surplus or unassigned sponsorship revenue for specific projects and initiatives through the submission of a proposal to the Budget Committee.

### **6.0 Sponsorship Approval Process**

- 6.1 The Events and/or Communications Manager are entrusted with developing potential sponsorship interest and the initial review and negotiation of sponsorship contracts. More complicated sponsorship applications may be brought to the Student Life and

Communications Committee for further consideration prior to submission to the President. If necessary under the provisions of paragraph 6.4 below, the contract shall also be sent to Council. After approval by the President and/or Council, a sponsorship contract shall be signed by two Society signing officers, in accordance with Code Section IX B, Article 9.

6.2 Sponsorship contracts shall not be entered into if such contracts directly compete with existing AMS businesses.

6.3 All sponsorship contracts shall be submitted to Council for approval by a Two-Thirds (2/3) Resolution if they result in any of the following:

- (i) a strategic or far-reaching agreement with the University;
- (ii) a contract in excess of two (2) years in duration; or
- (iii) any other consequences that should reasonably be brought to Council's attention.

## **7.0 Reporting**

7.1 The Director, Services will update the Executive Committee on a regular basis and inform it of sponsorship developments as well as progress in sponsorship negotiations.