

AP 6640 Sponsorships

A “sponsorship” is defined as a specific agreement in writing between a college entity and an outside corporate entity to provide funds in support of a program, special event, equipment, and/or for the exclusive right to sell beverages on campus (i.e., Pepsi, Coca-Cola) whereby the corporation or organization receives an exchange of value for a specific time period.

- A sponsorship agreement is a formal contract. As such, all contractual agreements which bind the College must be reviewed by Business Services regardless of monetary considerations.
- Upon completion of the District approval process, representatives who have been authorized by the Chancellor to solicit sponsorships are required to report this information in writing to the Chancellor or designee prior to Board approval. Agreements that result in in-kind gifts or sponsorship income of less than \$10,000 may be ratified, as authorized by the Board of Trustees.
- Authorized representatives who solicit sponsorships will work with Business Services staff to complete the necessary review of the proposed sponsorship agreement including but not limited to the ability to comply with the sponsorship agreement, required prior to acceptance and receipt of sponsorship revenues.
- In no case shall the District solicit sponsorships without coordination of efforts with the Foundation.
- The Chancellor or designee shall identify the programs or departments that shall receive benefit of the sponsorship.

The Chancellor, with the approval of the Board of Trustees, may enter into agreements for corporate sponsorships that benefit the District.

- Authorized representatives shall work with Business Services to develop the sponsorship agreement.
- Benefits associated with the sponsorship will be provided in accordance with the payment terms of the agreement.
- No District publications, marketing or other District resources, efforts, or staff shall be used for sponsor recognition until there has been District approval of the sponsorship and a revenue source has been identified to pay for the cost of benefits associated with the sponsorship.
- If the sponsor is a corporation, and the sponsor is recognized in District publications or other marketing items the sponsor shall work with the District’s Public Information Office to develop these items.

- The agreement between the District and the sponsor must include trademark/logo language that outlines the criteria for use of the sponsor's company logo, including: size, font, color, location, etc.
- Sponsor must have approval of the District to utilize the District's logo or otherwise represent any affiliation with the District.
- Sponsor recognition on the District's marquee must comply with Federal and State laws and regulations and may only be in connection with the building and/or associated events and cannot be construed to be corporate advertising for a particular service or product.

Revised 05/28/08