

## Sponsorships Funded by Curtin Procedures

### 1. LEGISLATION/ENTERPRISE AGREEMENT/POLICY SUPPORTED

[Brand Communications Policy](#)

### 2. IMPLEMENTATION PRINCIPLES

Maximise the value of Curtin's sponsorship expenditure by providing a framework to assess, leverage and record sponsorship opportunities.

### 3. PROCEDURAL DETAILS

These procedures cover the assessment of sponsorship proposals, including the value and appropriateness of sponsorships, and the process of establishing a record of sponsorships funded by Curtin.

#### 3.1 Legal advice for sponsorships

If a proposed sponsorship is:

- (a) of more than 12 months duration; or
- (b) has a total cost of more than \$10,000,

staff assessing the sponsorships will seek the advice of the General Counsel, Commercial (Legal and Compliance Services) before the sponsorship agreement is signed.

#### 3.2 Sponsorships funded by faculties or areas

3.2.1 If a sponsorship has a total cost of \$2000 or more, the Sponsorship Application will be completed by the organisation seeking sponsorship and submitted through Curtin's Sponsorships website. If the total cost is under \$2000, the form need not be completed.

3.3.2 Sponsorship applications submitted through the website will be assessed six times a year, and need to be received by the following dates to be included in these assessments: 31 January, 31 March, 31 May, 31 July, 30 September and 30 November. One-off or unexpected applications may be assessed outside of these times to meet project deadlines.

The Events and Sponsorship Coordinator will forward sponsorship applications received to the most relevant area of the University for consideration.

3.2.2 Staff in the funding area will assess the value and appropriateness of sponsorship opportunities using the information in the Sponsorship Application Form, Sponsorship Assessment Form and the Sponsorship Overview document (see section 8).

3.2.3 Based on this recommendation, the relevant Pro Vice-Chancellor or Vice-President will consider and may approve the sponsorship.

3.2.4 If a sponsorship is approved, the funding area will forward the following documents to the Events and Sponsorship Coordinator (University Marketing):

- (a) a copy of the signed sponsorship agreement
- (b) completed copies of the Sponsorship Application and Sponsorship Assessment

#### 3.3 Sponsorships requiring central funds

3.3.1 Where commercially advantageous sponsorships cannot be funded from faculty or area budgets, funding may be available from the relevant Deputy Vice-Chancellor or the Vice-Chancellor.

3.3.3 To seek such funding, staff in the relevant faculty or area will send a completed Sponsorship Application Form to the Events and Sponsorship Coordinator who will provide an assessment of the value of the opportunity to the Chief Marketing Officer. The Chief Marketing Officer will forward this assessment and any recommendation to the head of the area seeking funding and the relevant Deputy Vice-Chancellor or the Vice-Chancellor to inform funding and approval decisions.

- 3.3.4 Based on this recommendation, the Vice-Chancellor or the relevant Deputy Vice-Chancellor will consider and may approve the sponsorship.
- 3.3.5 If the sponsorship is approved, the area involved will forward the following documents to the Events and Sponsorship Coordinator (University Marketing):
- (a) a copy of the signed sponsorship agreement
  - (b) completed copies of the Sponsorship Application and Sponsorship Assessment.

#### **3.4 Post-sponsorship feedback**

At the conclusion of any sponsorship, staff in the area of the University most closely involved will complete the Sponsorship Feedback Form and forward a copy to the Events and Sponsorship Coordinator.

### **4. RESPONSIBILITIES**

In addition to any responsibilities set out in section 3,

The Events and Sponsorship Coordinator will maintain a record of sponsorships funded by Curtin University. This information will be used by University Marketing, faculties and areas to inform future sponsorship decisions.

### **5. SCOPE OF PROCEDURES**

These procedures apply to all staff at Curtin University's Western Australian campuses.

Exceptions to these procedures are:

- (a) formal research partnerships entered into by the University and subject to a formal partnership agreement or contract;
- (b) formal education partnerships entered into by the University and subject to a formal partnership agreement or contract;
- (c) sponsorships of Curtin by external bodies;
- (d) arrangements whereby students are sponsored to study;
- (e) staff at the Sydney, Singapore and Sarawak campuses, however these procedures may be used at those campuses as guidelines.

### **6. DEFINITIONS**

*(Note: Commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document.)*

#### **Sponsorship**

A business relationship between Curtin University and an individual, event or organisation which offers Curtin rights and association that may be used for commercial advantage in return for the sponsorship investment.

### **7. SCHEDULES**

Nil

### **8. RELATED DOCUMENTS/LINKS/FORMS**

[Sponsorship Guidelines](#)

[Sponsorship Overview document](#)

Sponsorship Assessment Form (download from [Sponsorship at Curtin](#))

Sponsorship Feedback Form (download from [Sponsorship at Curtin](#))

[Brand Identity Instructions](#)

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<b>Policy Manager</b>	Vice President, Corporate Relations
<b>Approval Authority</b>	Vice President, Corporate Relations
<b>Review Date</b>	1 <sup>st</sup> April 2016

#### REVISION HISTORY

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
New	Approved	26/09/2012	Vice President, Corporate Relations and Development	EM1231	Conditional upon PMC rescinding the current Sponsorship Policy and Procedures at its 25 <sup>th</sup> September 2012 meeting, effective 9 October 2012
	Administratively Updated	21/06/2013	Director, Legal and Compliance Services		Links Updated
	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes