

## Sponsorships Funded by Curtin Procedures

### 1. STRATEGIC PLAN THEME AND COMPLIANCE OBLIGATION SUPPORTED

[Brand Communications Policy](#)

Strategic Plan Theme: [Engagement and Impact](#) | [Learning and Student Experience](#)

### 2. PROCEDURAL DETAILS

#### 2.1. Sponsorship criteria

- 2.1.1. Sponsorship applications will include the following core criteria;
- Aligns with Curtin's values and strategic plan and consistent with the university's brand attributes.
  - Mutually beneficial to Curtin and the applicant.
  - Contributes to the enhancement of student experience.
  - Enhances and supports Curtin's brand and reputation

#### 2.2. Application, assessment, approvals and funding

- 2.2.1. Sponsorship applications will be submitted for assessment to University Marketing by way of the [Sponsorships Funded by Curtin Application form](#).
- 2.2.2. University Marketing will assess applications and will:
- request more information from the applicant, if required.
  - refer to the Sponsorship Review Panel for a decision, if required.
- 2.2.3. The Sponsorship Review Panel will assess the sponsorship application and;
- may approve, or
  - refer to the relevant business area, school or faculty for a decision.
- 2.2.4. If required, the relevant business area, school or faculty will assess the sponsorship application and;
- may approve, or
  - where commercially advantageous but cannot be funded from area, school or faculty budgets, will refer to the relevant Senior Executive by way of a formal strategic funding request.
- 2.2.5. If required, the Senior Executive will assess the sponsorship application and formal strategic funding request and;
- may approve, or
  - refer to Senior Executive Team for a final decision, and
  - advise the relevant business area, school or faculty of the final decision.
- 2.2.6. Sponsorships will be limited to available funds. Relevant business areas, schools and/or faculties reserve the right to decline a sponsorship application based on short and long-term budgetary planning, and for any other reason.
- 2.2.7. All sponsorship will be responded to within 2 months of receipt of application by the relevant business area or faculty.
- 2.2.8. Where a response within 2 months is not possible, contact will be made by the relevant business area or faculty with the applicant to acknowledge and communicate when a response is likely.

#### 2.3. Sponsorship agreements

- 2.3.1. If a proposed sponsorship is:
- of more than 12 months duration; or
  - has a total cost of more than \$10,000,
- staff assessing the sponsorship will seek the advice from Legal Services before the sponsorship is signed.

- 2.3.2. All sponsorships entered into must be underpinned by a formal agreement that:
  - a. designates a staff member responsible for ensuring the terms of the agreement are fulfilled, and
  - b. complies with the requirements of the [Contracts and Agreements Registration Procedures](#)

## **2.4 Reporting and information management**

- 2.4.1 The business area, school or faculty will report back quarterly to University Marketing all sponsorships which have received approval for funding.
- 2.4.2 University Marketing will maintain a record of all known sponsorships funded by Curtin University. This information will be used by the University to inform future sponsorship decisions.
- 2.4.3 A report will be created annually by University Marketing and provided to the Office of Vice President, Corporate Relations for monitoring and Senior Executive reporting purposes.
- 2.4.4 All sponsorship records will comply with the [Information Management Procedures](#).

## **2.5 Sponsorship Review Panel**

- 2.5.1 The Sponsorships Review Panel will be comprised of representatives across the University, including Corporate Relations, Research Office at Curtin, Global Curtin, Learning & Teaching, Corporate Services and our Faculties.
- 2.5.2 The Sponsorship Review Panel is not responsible for funding local faculty or area specific proposal and/ or creating strategic funding requests on behalf of local faculties or areas.

# **3 SCOPE OF PROCEDURES**

## **3.1 This procedure applies to:**

- 3.1.1 All staff at Curtin University's Western Australia campuses. However, advice from University Marketing is available to all campuses.

## **3.2 This procedure does not apply to:**

- 3.2.1 Formal research partnerships entered into by the university and subject to formal partnership agreement or contract.
- 3.2.2 Formal education partnerships entered into by the university and subject to a formal partnership agreement or contract.
- 3.2.3 Sponsorships of Curtin by external bodies.
- 3.2.4 Arrangements whereby students are sponsored to study.
- 3.2.5 Staff at all other Curtin campuses, however these procedures may be used at those campuses as guidelines.

# **4 DEFINITIONS**

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

## **Sponsorship**

A commercial relationship in which the University provides funding, resources or services to an individual, event or organisation in return for rights and association for commercial advantage (e.g. Conferences, events, media, sporting groups or any other commercial, brand or commercial opportunity)

# **5 SCHEDULES**

*Nil*

# **6 RELATED DOCUMENTS/LINKS/FORMS**

[Brand Use Procedures](#)

[Code of Conduct](#)

[Conflict of Interest Procedures](#)

[Contracts and Agreements Registration Procedures](#)

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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 2025

**REVISION HISTORY** (*filled out by Compliance Services*)

<b>Version</b>	<b>Approved/ Amended/ Rescinded</b>	<b>Date</b>	<b>Committee / Board / Executive Manager</b>	<b>Approval / Resolution Number</b>	<b>Key Changes &amp; Notes</b>
New	Approved	26/09/2012	Vice President, Corporate Relations and Development	EM1231	Conditional upon PMC rescinding the current Sponsorship Policy and Procedures as its 25/09/2012 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 Change
	Approved	20/06/2017	Vice President, Corporate Relations	EM1710	Unconditional
	Approved	19/08/2021	Vice President, Corporate Relations	EM2153	