
Chapter: Fiscal & Business Services

Modification No. 001

Subject: **Corporate Sponsorships**

- I. The Board of Trustees recognizes that business and community sponsorships can benefit the College when conducted in a manner consistent with the College's mission and values. Additionally, sponsors gain significant value from the exposure and association with the College through a sponsorship relationship, requiring that the College be compensated appropriately.
- II. To protect the reputation, assets, and image of the College, it is the policy of the Board of Trustees that any sponsorship must be a positive reflection on the College and comport well with the purpose and mission of Montgomery College. Out of brand usage of College assets is prohibited.
- III. This policy restricts the advertising of, or sponsorship agreements involving, certain products and services, including but not limited to controlled substances and tobacco brands. These restrictions include print materials, digital media, and any temporary displays on College property. The College reserves the right to rescind a sponsorship agreement if that agreement damages the College's reputation or in the event of a change of circumstances with the sponsor (e.g., if the intent of the sponsorship cannot be fulfilled).
- IV. The Office of Advancement and Community Engagement is responsible for overseeing the planning and execution of all College sponsorships and working collaboratively with other College units to provide a resource for sponsorship activities, managing the solicitation of sponsorships, maintaining an asset inventory, and pricing and valuation of College assets and benefits.
- V. The President is authorized and directed to establish procedures necessary to implement this policy.

Board Approval: January 24, 2018

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I. General Statement of Responsibilities

- A. The Office of Advancement and Community Engagement is authorized to solicit sponsorships on behalf of the College and establish any pricing or valuation of College assets or benefits associated with third-party sponsorships.
- B. The Senior Vice President of Advancement and Community Engagement is authorized to approve any sponsorship agreement.

II. Definitions

- A. **Acknowledgement** is a term used to signify the recognition of a sponsorship support. Typical acknowledgement may include logo placement and/or sponsor information in the materials associated with a College event or activity being supported by the sponsor.
- B. **Assets** is a term used to describe the tangible items, program, services, or activities owned by the College that provide a benefit to sponsors. These include, but are not limited to, marks, logos, signage, websites, materials related to activities supported by the sponsor, venues, media, events, programs, tickets, hospitality opportunities, and merchandise.
- C. **Benefits** are any item or service provided to a sponsor in return for the sponsorship of a College activity, event, or program. Examples may include, but are not limited to, acknowledgement, event tickets, food and beverages, merchandise, or access to College services (i.e., meeting rooms, job boards, etc.).
- D. **Gifts** are the voluntary provision of external support without any requirement of economic or other tangible benefit in return. Gifts may be made by individuals as well as by private organizations, and they may be designated for a specific purpose or left unrestricted by the donor. This includes underwriting gift support regarding events, radio, and television. Gifts are processed through the Montgomery College Foundation and, in rare cases, through the PIC MC Foundation.
- E. **In-Kind or Value In-Kind** is a product or service provided by a sponsor in lieu of cash as part of a sponsorship agreement.
- F. **Licensing** is a contractual agreement that allows the use of College marks, images, and words for approved applications in exchange for a royalty payment to the College.
- G. **Sponsorship** is a relationship with an entity where that entity provides money, goods and/or services to the College and in return, the entity receives acknowledgement of the sponsorship via television or radio broadcasts, signage, tickets, programs, or other print or digital materials. Sponsorships do not involve messages endorsing or comparing products or messages that relate to the

quality of products. Sponsorships differ from corporate gift support generated by the Montgomery College Foundation, which is generally provided without expectation of tangible benefit.

III. Sponsorship Limitations

- A. Potential sponsors may be evaluated on a range of criteria, which may include the company's ethic, environmental, and corporate social responsibility, its local, national, and global position, its brand reputation and values, its public perception of such, its historic performance upholding these standards, and its history with the College. The College reserves the right to select or reject sponsors based on their alignment with the College's mission and values.
- B. All sponsors and sponsorship agreements must follow existing college policies and procedures and comply with applicable external regulations.
- C. The Senior Vice President for Advancement and Community Engagement retains the right to dissolve sponsorship relationships if a sponsor does not meet College standards.
- D. A sponsorship agreement with the College does not imply affiliation or endorsement.
- E. Sponsorship is not permissible in College recruitment materials, course catalogs, and legal documents.
- F. Exclusivity in any category shall not be granted to sponsors by the College except with explicit written approval from the Senior Vice President for Advancement and Community Engagement.

IV. Specific Types of Sponsorships

A. Cash and In-kind

Cash or in-kind goods and services are permissible as benefits to be provided to the College by a sponsor.

B. Purchases of Goods and Services

Sponsorships involving the purchase of goods and services generally require a competitive RFP process. The Office of Procurement must be consulted when the purchase of goods and/or services is involved. Furthermore, all goods purchased bearing College marks must be purchased from an approved licensee.

C. Sales

Sales activity by sponsors on campus is regulated by College Policy and Procedure 85001-Use of Facilities.

D. Use of Campus Facilities

Sponsorships for events held at College facilities must follow the College Policy and Procedure 81005-Use of Facilities.

E. Sponsor Use of College Trademarks, Names, or Logos

In limited circumstances, a sponsor may be granted permission to use College trademarks ("marks"), names, or logos with the understanding that use must be consistent with College policies for usage of such assets. Sponsorship itself does not automatically grant the sponsor the right to use these College assets. The College reserves the right to refuse permission of such assets if usage is deemed out of brand.

F. Signage

All signage and signage placement must be approved in advance by the Office of Advancement and Community Engagement in consultation with the Senior Vice President for Administrative and Fiscal Affairs and the appropriate director of facilities, and must be appropriate to the College environment. Where appropriate, approval by Intercollegiate Athletics or other College campus, school, college, department, organization, or unit may be required. No permanent sponsor signage may be placed in any College facilities or on College grounds.

V. Sponsorship Designations

- A. College sponsorship arrangements managed through the Office of Advancement and Community Engagement will be classified under various designated levels. Only the Office of Advancement and Community Engagement can grant sponsorship designations. Additional designations may be created and are subject to review and approval by the Senior Vice President for Advancement and Community Engagement.
- B. College departments and organizations are encouraged to contact the Office of Advancement and Community Engagement regarding available sponsorship opportunities.

Administrative Approval: February 13, 2018