



POLICY

SPONSORSHIP OF COMMUNITY BASED ORGANIZATIONS BY THE COMMUNITY RELATIONS DEPARTMENT

Approving Authority: VP External Relations
Effective Date: April 1, 2010

PURPOSE

- 1.00 The University supports the strategic goal of sustainable social, cultural and economic development of our region and our nation. The purpose of this policy is to define and set standards for sponsorships provided by the Community Relations Department to support this goal.

JURISDICTION/SCOPE

- 2.00 This policy applies only to the Community Relations Department of the University of Victoria and does not set policy direction for other departments or divisions of the university.

POLICY

- 3.00 The Community Relations Department may provide financial and/or in-kind sponsorship to not-for-profit organizations that have a mandate to develop or support social, cultural and economic initiatives in communities providing that such sponsorship meets criteria established by the department.

3.01 Sponsorships shall be intended to further the sustainability of these organizations or initiatives. Applicants must describe their program or initiative and provide a clear rationale to show how the sponsorship will assist them in achieving their objectives.

3.02 While not limited to any geographic area, the priority is to provide sponsorship within the Greater Victoria region.

3.03 Where possible, sponsorship support will be balanced between social, cultural and economic initiatives in the community and the university may take active steps to encourage some sectors with applicable mandates if they are underrepresented in the overall sponsorship portfolio of the university.

3.04 Support may be leveraged through the participation of other university departments at their discretion on a case by case basis.

3.05 Eligible initiatives include:

- fundraising events
- direct support of programs
- memberships in organizations
- attendance at events through single tickets or table purchase

3.06 Ineligible initiatives include:

- activities already completed
- events associated with political fundraising
- religious purposes
- illegal activities
- internally generated events of the university and events covered by the University of Victoria President's Excellence Fund such as public forums, conference, student and faculty assistance

AUTHORITIES/OFFICERS

4.00 The following is a list of authorities and officers for this policy:

Approving Authority: Vice-President External Relations

Designated Executive Officer: Vice-President External Relations

Procedural Authority: Director of Community Relations

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4.01 The Vice-President External Relations has the authority to approve changes or exceptions to this policy within the constraints of other university policies.

Effective Date: April 1, 2010

Review: 2017 or earlier as required.