

# Outgoing Sponsorship Procedure

## 1 Purpose

To provide direction on how outgoing sponsorship agreements should be effectively managed, monitored and reported.

## 2 Scope

This Procedure applies to all University Members participating in Outgoing Sponsorship activities.

## 3 Procedure Overview

This Procedure outlines the process for proposing, assessing, approving, declining, managing, and evaluating outgoing sponsorship arrangements for the University.

## 4 Procedures

All sponsorships must be proposed, assessed and processed following the steps outlined below.

### 4.1 Sponsorship Criteria

The proposed Sponsor partner must demonstrate at least six of the following in each sponsorship proposal:

- A strong link with the University's core brand values
- Outlined mechanisms to add value to the University's target markets
- Strategic, targeted and measurable level of community involvement
- Promotional prominent Media time/space (logo exposure is not sufficient)
- Category exclusivity offer that the University is the exclusive sponsorship partner in a designation such as 'University Partner' or 'Higher Education Supporter
- Integration and networking opportunities across the University

- Described connection opportunities for the University's stakeholders
- Measurable benefits for communities, Students, Employees and alumni
- Provision of content for digital platforms
- Access to existing databases and generation of new database activities
- Product placement opportunity to showcase University products

## 4.2 Sponsorship Process

Sponsorships may be considered at any time during the year. A minimum of six months lead-time is required prior to the event or commencement date of the agreement. Proposals received with a shorter lead time will need further consideration regarding the availability of additional University resources that may be required.

All Sponsorship proposals must be submitted in writing to [sponsorships@usq.edu.au](mailto:sponsorships@usq.edu.au) for a centralised assessment, administration and management by the Office of the Pro Vice-Chancellor (Engagement).

### 4.2.1 Proposal

Sponsorship proposals should supply a supporting document addressing Sponsorship Criteria and including additional Information on the following:

1. The organisation, mission and values
2. Required investment by the University for the sponsorship package outlined, including in-kind support.
3. Organisation's activities and reach
4. Details of the events and/or activities included in the proposal
5. The suite of benefits offered to the University, outlining the return on investment for the University
6. Alignment of the proposal with the University's strategic objectives in detail

## 4.3 Assessment

To ensure a competitive, fair, strategic and rigorous assessment, the Office of the Pro Vice-Chancellor (Engagement) will consult the necessary internal and external stakeholders and assess any sponsorship proposal, based on:

- Strategic benefits and risks, if any, of the proposed arrangement
- Relevance of the offer to strategic goals and purpose
- Quality of the benefits and capacity to leverage mutual benefits through the sponsorship
- The value of the sponsorship investment compared to other channels that may achieve the same goals
- Sponsorships will be limited to the available resources, and the University reserves the right to reject proposals based on short and long-term plans

The University's outgoing sponsorship of an event or activity can comprise in-kind support, financial support or a combination of both.

Assessing large sponsorships may require further analysis to build a business case in the form of a Strengths, Weaknesses, Opportunities and Threats Analysis and a more detailed risk assessment. For advice on the requirements of a large sponsorship, staff are to contact the Associate Director (Industry and Community Partnerships).

## 4.4 Risk Assessment

Potential risks to the University should be assessed before entering into sponsorship arrangements. This section should be read in conjunction with the Enterprise Risk Management Policy and Procedure.

Sponsorship proposals that carry high risk must be escalated to the Pro Vice-Chancellor (Engagement) for review and decision-making during initial negotiations and before entering any sponsorship arrangements. This is inclusive of:

- Actual or perceived Conflicts of interest, including internal to the University
- Risk to reputation
- Direct or indirect personal benefits received by staff or students
- Perceptions of being influenced by the sponsor or sponsorship recipient
- Perceptions of endorsing the sponsor or sponsorship recipient's products or services.

## 4.5 Negotiating the agreement

Appropriate sponsorship benefits offered by the external sponsorship party should be negotiated in consultation with the office of the Pro Vice-Chancellor (Engagement) and reflected

accurately in the sponsorship agreement, where required, to ensure the sponsorship delivers value for money in accordance with the principles outlined in the Outgoing Sponsorships Policy and the process outlined in this Procedure. The benefits should present appropriate entitlements commensurate with the level of support.

## **4.6 Sponsorship Decisions**

All sponsorship proposals must be approved by the Pro Vice-Chancellor (Engagement), with the exception of any proposal over the total value of \$10,000, which can only be approved by the Vice-Chancellor.

### **4.6.1 Sponsorship Approved**

If a sponsorship proposal is approved, the Associate Director (Industry and Community Partnerships) will notify the organisation and advises the next steps.

- The Associate Director (Industry and Community Partnerships) will then complete a Sponsorship Agreement template, using negotiated terms and sponsor benefits. The completed Sponsorship Agreement is to be submitted to the Contract Services for processing any benefits are initiated.
- Once the contract of the Sponsorship Agreement is created and signed by the Pro Vice-Chancellor (Engagement) or delegated officer, it will be sent to the external organisation for signing.
- The Associate Director (Industry and Community Partnerships) will make necessary arrangements with the organisation to ensure the sponsor benefits are activated accordingly.

### **4.6.2 Sponsorship Declined**

If the sponsorship proposal is declined or rejected, the Associate Director (Industry and Community Partnerships) will notify the organisation regarding the outcome via an appropriate channel.

Depending on the nature and history of the sponsorship proposal, personalised email, phone call, or face-to-face meeting can be utilised, and it is to be noted in the proposal's assessment document. At times this may involve the Pro Vice-Chancellor (Engagement) due to the nature of the relationship.

## **4.7 Evaluation of Sponsorship**

Each sponsorship initiative must be monitored at regular three-month intervals, documenting the planning and progress of the sponsorship initiative based on the agreed activities and benefits

set out in the sponsorship agreement. This includes facilitating logo approvals, payment of sponsorship instalments, and delivery of sponsorship entitlements, monitoring of the performance under the agreement and managing the conclusion or termination of the agreement, as relevant.

- The Associate Director (Industry and Community Partnerships) is the ongoing point of contact for the organisation and will lead the monitoring and evaluation of benefit activations.
- Sponsorships will be evaluated at the conclusion of each sponsorship to determine if the activity was successful and if the requirements were met. The evaluation will be documented, held on file with the office of the Pro Vice-Chancellor (Engagement), and referred to when considering future involvement.
- The Pro Vice-Chancellor (Engagement) reserves the right to review all parties involved in an outgoing sponsorship arrangement at any time and to withdraw from the sponsorship agreement without penalty if a Conflict of Interest or dissonance in regard to the University's vision, policies or brand values is apparent.
- Outgoing sponsorship arrangements exceeding \$5,000 should be evaluated in collaboration with the Associate Director (Industry and Community Partnerships).
- Where sponsorship is ongoing, an evaluation will be undertaken annually.

## 4.8 Sponsorship Records Management

The Engagement Portfolio maintains a university-wide Sponsorship Register, and on-demand reporting of sponsorships is provided throughout the year to Vice-Chancellor's Executives.

- All sponsorship proposals must be recorded on this register by the Associate Director (Industry and Community Partnerships), whether accepted or declined.
- All staff involved in sponsorship-related initiatives and activities across the University, including in-kind, should notify the Office of the Pro Vice-Chancellor (Engagement) to be recorded on the register.
- All business units that proceed with sponsorships are required to notify the Engagement portfolio of their sponsorship's progress, outcomes, benefits, measurements and evaluations quarterly on agreed deliverables.
- All sponsorship records, including finances and correspondence of proposals and approvals, will be filed in the sponsorship folder. The Associate Director (Industry and Community Partnerships) is responsible for the recordkeeping management.
- All staff must manage records in accordance with the Records and Information

Management Policy and Procedure. This includes retaining these records in a recognised University recordkeeping Information system.

- University Records must be retained for the minimum periods specified in the University Sector Retention and Disposal Schedule. Before disposing of any records, approval must be sought from the Manager (Enterprise Information Management) via [eims@usq.edu.au](mailto:eims@usq.edu.au)

## 5 References

Nil.

## 6 Schedules

This procedure must be read in conjunction with its subordinate schedules as provided in the table below.

## 7 Procedure Information

<b>Accountable Officer</b>	Pro Vice-Chancellor (Engagement)
<b>Responsible Officer</b>	Associate Director (Industry and Community Partnerships)
<b>Policy Type</b>	University Procedure
<b>Policy Suite</b>	<a href="#">Outgoing Sponsorship Policy</a>
<b>Subordinate Schedules</b>	
<b>Approved Date</b>	6/12/2022
<b>Effective Date</b>	6/12/2022
<b>Review Date</b>	6/12/2027
<b>Relevant Legislation</b>	<a href="#">Information Privacy Act 2009 (Qld)</a> <a href="#">Defamation Act 2005 (Qld)</a> <a href="#">Fair Trading Act 1989 (Qld)</a>
<b>Policy Exceptions</b>	<a href="#">Policy Exceptions Register</a>
<b>Related Policies</b>	<a href="#">Conflict of Interest Policy</a> <a href="#">Enterprise Risk Management Policy</a>

	<a href="#">Records and Information Management Policy</a>
<b>Related Procedures</b>	<a href="#">Records and Information Management Procedure</a>
<b>Related forms, publications and websites</b>	<a href="#">University Sector Retention and Disposal Schedule QDAN601 (forgov.qld.gov.au)</a>  <a href="#">Post-evaluation Form template</a>
<b>Definitions</b>	<b>Terms defined in the Definitions Dictionary</b>  <a href="#">Conflict of Interest</a>  <p>If a University Member has an interest that conflicts or may conflict with the discharge of the University Member's duties the University Member should Declare the nature of the interest and the conflict to the University Member's Supervisor as soon as practicable after the relevant facts come to the University Member's knowledge and must not take action or further action relating to a matter that is or may be affected by the conflict until authorised. An Executive Leader may direct a University Member to resolve a conflict or possible conflict between an interest of the University Member and the University Member's duties. A reference to an interest or to a Conflict of Interest is a reference to those matters within their ordinary meaning under the general law, and, in relation to an interest, the definition in the Acts Interpretation Act 1954, Schedule 1, does not apply. A Conflict of Interest will arise when a University Member's Private Interests conflict with their duty to the University or to serve the public interest as a University Member. The risk of having a conflict of interest increases where a University Member's responsibilities include the authority to make decisions. A conflict of interest may be potential, perceived or actual - when a University Member is in a role where future decision making may be influenced by their Private Interests if a certain condition is fulfilled, they have a potential conflict of interest; a perceived conflict of interest arises where it appears that decisions a University Member make in the course of their University employment may be influenced by their Private Interests, whether or not this is in fact the case; an actual conflict of interest exists where a University Member's actions could be unduly, improperly or excessively influenced by their Private Interests. Serious misconduct can occur when a conflict of interest is concealed, understated, mismanaged or abused.</p> <a href="#">Information</a>  <p>Any collection of data that is processed, analysed, interpreted, organised, classified or communicated in order to serve a useful purpose, present facts or represent knowledge in any medium or form. This includes presentation in electronic (digital), print, audio, video,</p>

image, graphical, cartographic, physical sample, textual or numerical form.

### [Media](#)

All print, radio, television and electronic Media including the internet and allied distribution channels. Includes social Media which are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki, or video hosting site. More broadly, social Media refers to any online technology that enables people to publish, converse and share content online.

### [Retention and Disposal Schedule](#)

A legal document issued by the Queensland State Archivist to authorise the disposal of public records, including University Records.

### [University](#)

The term 'University' or 'UniSQ' means the University of Southern Queensland.

### [University Members](#)

Persons who include: Employees of the University whose conditions of employment are covered by the UniSQ Enterprise Agreement whether full time or fractional, continuing, fixed-term or casual, including senior Employees whose conditions of employment are covered by a written agreement or contract with the University; members of the University Council and University Committees; visiting, honorary and adjunct appointees; volunteers who contribute to University activities or who act on behalf of the University; and individuals who are granted access to University facilities or who are engaged in providing services to the University, such as contractors or consultants, where applicable.

### [University Record](#)

Any recorded information created or received that provides evidence of the decisions and activities of the University while undertaking its business. This is irrespective of the technology or medium used to generate, capture, manage, preserve and access those records.

### [Vice-Chancellor](#)

The person bearing the title of Vice-Chancellor and President, or as otherwise defined in the University of Southern Queensland Act 1998,



	including a person acting in that position.
	<b>Definitions that relate to this procedure only</b>
	<b>Outgoing Sponsorships</b>  Sponsorship contributions (monetary or in-kind) that the University agrees to deliver to an external event, activity or organisation with agreed deliverables that benefit the University in return.
<b>Keywords</b>	Sponsorship
<b>Record No</b>	20/433PL