



SAIT Students' Association Policies and Procedures

SPONSORSHIP

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4. Responsibility for Sponsorship
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Subject	Policy #	Approved by	Approval Date
Sponsorship Guidelines	SPON-1	SEC	August 18, 2009
		SLC	
		Revision Date	

Policy

The Sait Students' Association (SAITSA) recognizes the need to create clearly established guidelines for the existing practice of entering into sponsorship agreements and partnerships.

Definition: Sponsorship is defined as the negotiated provision of funds, goods or services to SAITSA in exchange for advertising, publicity or other benefits.

Procedure

- Sponsorship guidelines are needed to:
 - Protect SAITSA from risk;
 - Ensure that all accepted agreements are aligned with the interests of SAITSA;
 - Protect the image and reputation of SAITSA.
- The sponsorship policies and procedures apply to all sponsorship arrangements made between SAITSA and all external parties, including those that may already be Sait- or SAITSA-affiliated, as well as to all third-party advertising and promotional contracts made via SAITSA.
- The SAITSA Sponsorship Policies and Procedures do not cover direct, simple, philanthropic donations of goods and services, nor do they cover materials developed independently by organizations for use by SAITSA.
- The negotiation of all sponsorship agreements entered into by SAITSA or any of its departments must proceed according to the following procedures, no matter what the size and scope of the sponsorship agreement.



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Subject	Policy #	Approved by	Approval Date
Sponsorship Agreements	SPON-2	SEC	August 18, 2009
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Policy

SAITSA recognizes that formal Sponsorship Agreements outlining all negotiated terms must be drawn up and signed by all parties involved.

Procedure

1. An agreement for a third-party to advertise via any SAITSA media outlet must be documented in a contract that sets out:
 - a. The name, address and business details of the advertiser;
 - b. The subject matter or theme of the advertisement;
 - c. The SAITSA media outlet in which the advertisement will appear;
 - d. The date(s), time(s) and duration the advertisement will appear;
 - e. The technical details of the advertisement, i.e. dimensions;
 - f. The advertising fee, production fee, and any other associated costs to be charged;
 - g. The payment terms; and
 - h. A statement that the publisher or producer of the SAITSA media outlet in which the advertisement is to appear reserves the right to refuse to accept an advertisement, as well as the right to edit an advertisement if deemed necessary once the copy, soundtrack or footage is submitted.
2. A Sponsorship Agreement between SAITSA and any external party must be documented in a contract that sets out:
 - a. The name, address and business details of the sponsor;
 - b. The sponsor's contribution to SAITSA, be it in cash and/or in kind;
 - c. Any marketing or promotional arrangements to be provided by SAITSA as recognition for the sponsor's contribution;
 - d. The date(s) , time(s), location and duration of said arrangements;
 - e. The technical details of the arrangements, if necessary, i.e. advertisement dimensions;
 - f. Any production and associated costs to be charged to the sponsor;
 - g. The payment terms;
 - h. The proposed allocation and distribution of cash and/or in kind benefits received by SAITSA from the sponsor;



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- i. A statement that SAITSA reserves the right to refuse to accept a sponsorship proposal, the right to negotiate the arrangements for acknowledgement of a sponsorship, and the right to edit content of any copy, image, soundtrack or footage involved; and
 - j. A statement signed by the representative of the sponsor acknowledging the sponsor's adherence to the principles outlined in the agreement.
3. All Advertising and Sponsorship agreements made on behalf of SAITSA are to be arranged through the Research and Communications Coordinator, or designate. The Research and Communications Coordinator may seek a decision or opinion from the General Manager and/or SEC in order to clarify any issues relating to a sponsor/advertiser or potential sponsor/advertiser.
4. SAITSA Publications shall handle any and all advertising in The Weal, Survival Guide and Yearbook, and shall be consulted prior to the signing of any agreements concerning such advertising.
5. Any Sponsorship or Advertising organised directly by a SAITSA Department must be overseen by the Research and Communications Coordinator and the VP Finance.
6. The Research and Communications Coordinator will develop a database of 'green light' (preferred) and 'red light' (excluded) organizations, to be amended as needed (with the approval of the General Manager and SEC). An organization's status on this database will be used as a reference. SAITSA will not engage an organization in Sponsorship agreements or provide advertising to an organization while its status is considered 'red light'.
7. The Research and Communications Coordinator will develop contracts for the engagement of advertisers and sponsors, incorporating the elements outlined in procedures 1 and 2.



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Subject	Policy #	Approved by	Approval Date
Sponsorship Terms	SPON-3	SEC	August 18, 2009
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Policy

SAITSA recognizes that it is in the best interests of SAITSA and its members to engage in sponsorship arrangements that are mutually beneficial to all parties involved.

Procedure

1. Advertising and sponsorship arrangements must be consistent with the core values and goals of SAITSA, as outlined in the SAITSA Mission and Vision Statements.
2. Advertising and sponsorship should generate funding to continue, enhance or extend programs, facilities or services provided by SAITSA for its members.
3. Advertising should be appropriate for SAITSA and its members.
4. In the case where a third party places an advertisement of a product or service via a SAITSA media outlet, or a sponsorship agreement is made between SAITSA and the provider of a product or service, it should be noted that such arrangements do not represent or imply an endorsement of said product, service or organization on the part of SAITSA.
5. Departmental staff should not actively recommend nor endorse a product or service produced or provided by a sponsoring organization, and no statement in the sponsor's advertising should imply that a product or service is recommended or endorsed by the department in question or by SAITSA. Furthermore, neither staff nor students may be involved in marketing commercial products of sponsors.
6. If an organization breaches this policy by implying or stating that their product, service or organization is endorsed by SAITSA, SAITSA may publicly disassociate itself from said product, service or organization.
7. Advertising and Sponsorship agreements will not be accepted if the advertisement, sponsorship, advertiser or sponsor:
 - a. Contravenes the SAITSA Bylaws;
 - b. Is considered misleading or deceptive or is considered to engage in misleading or deceptive conduct;
 - c. Promotes the use of illegal substances;



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- d. Promotes or engages in "adult services" (such as brothels, escort services, phone sex and similar services) or pornography;
 - e. Does not take a responsible position with regard to fair trade or labour rights;
 - f. Actively takes a political position that would undermine SAITSA's political positions and its efforts to remain unbiased;
 - g. Portrays, promotes, implies or suggest any other thing which, in the reasonable view of the General Manager and Students' Executive Council (SEC), would damage the reputation, standing or brand of SAITSA.
8. Where there is doubt as to the suitability of an organization as a potential sponsor or advertiser, the sponsorship negotiations should not proceed until advice has been sought from the General Manager and SEC.
 9. SAITSA representatives and employees must not individually benefit as a result of advertising or sponsorship. Representatives must not take, or seek to take, improper advantage of their position in order to obtain benefits for themselves, their family or any other person or organization.
 10. Acceptance of a sponsor's product or service must not be made a condition for student or staff participation in any sponsored activity or program.
 11. SAITSA will not negotiate any sponsorship contract that grants 'exclusive' rights to any organization, in that SAITSA would thereby be prohibited from dealing with any of said organization's competitors, unless expressly given permission by the General Manager and the SEC under special circumstances.
 12. Sponsors are permitted to conduct sales of their products on-site provided they are approved by the Research & Communications Coordinator and VP Finance. Exceptions to this rule are credit card marketers, which will not be permitted to conduct sales or promotions during SAITSA events or through SAITSA's promotional channels.



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Subject	Policy #	Approved by	Approval Date
Responsibility for Sponsorship	SPON-4	SEC	August 18, 2009
		SLC	
		Revision Date	

Policy

SAITSA recognizes that the Research and Communications Coordinator and VP Finance are primarily responsible for all corporate sponsorship agreements undertaken by SAITSA.

Procedure

1. The Research and Communications Coordinator and the VP Finance will maintain a record of all sponsorship agreements entered into by SAITSA.
2. The Research and Communications Coordinator and the VP Finance shall be included in any communications between SAITSA representatives and potential or current sponsor organizations.
3. The Research and Communications Coordinator and the VP Finance shall ensure that all SAITSA representatives engaging in potential or current sponsorship discussions and agreements do so while adhering to the policies and procedures contained herein.
4. Sponsorship and advertising agreements may only be entered into on behalf of SAITSA by the Research and Communications Coordinator, the VP Finance, or the General Manager.
 - a. Exception: SAITSA Publications may independently secure its own advertising arrangements.
5. Any and all sponsorship agreements entered into by SAITSA must bear the signatures of the Research and Communications Coordinator, the VP Finance, and the relevant Department Manager (if applicable).
6. Should the VP Finance not be available to sign, the President will sign agreements.



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Subject	Policy #	Approved by	Approval Date
Sponsorship Funds	SPON-5	SEC	August 18, 2009
		SLC	
		Revision Date	

Policy

SAITSA recognizes the need to maintain financial accountability of all sponsorship funds it receives.

Procedure

1. All money received under a sponsorship agreement will remain under the control of SAITSA and/or the Department involved in the agreement.
2. Sponsorship must be seen as an opportunity to enhance the life of SAIT Polytechnic students. Sponsorship must be viewed as a supplement to SAITSA activities, not relied on as a permanent source of funds, nor as the major source of funds for any program or service provided by SAITSA.



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Subject	Policy #	Approved by	Approval Date
Legal Advice	SPON-6	SEC	August 18, 2009
		SLC	
		Revision Date	

Policy

SAITSA recognizes that legal advice may need to be sought with regard to sponsorship contracts and written agreements.

Procedure

1. Original copies of sponsorship documents must be retained for at least seven years after expiration of the sponsorship.
2. Each sponsorship agreement (including exchange of letters or full legal agreement) shall be made for a specific period and purpose. Sponsorship agreements may be re-negotiated by either party. The agreement should ensure neither SaitSA nor the department will be out of pocket in the event that a sponsor withdraws.
3. Every sponsorship agreement shall contain a clause which allows for the cancellation of an agreement by SaitSA (refer to the conditions contained in the Sponsorship Agreement, Attachment C), without penalty, where information questioning the appropriateness of an organization as a sponsor comes to light after the agreement has been signed.
4. SaitSA should ensure all acknowledgment, marketing and promotional arrangements are detailed in the sponsorship agreement to avoid any future dispute over the nature of the obligations.
5. Every sponsorship agreement must contain the Standard Conditions, which are available in the Marketing and Communications office or by contacting the Research and Communications Coordinator.



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Subject	Policy #	Approved by	Approval Date
Acknowledgement	SPON-7	SEC	August 18, 2009
		SLC	
		Revision Date	

Policy

SAITSA recognizes that the extent of acknowledgment given to a sponsoring organization by SAITSA should reflect the level of sponsorship provided in the sponsorship agreement.

Procedure

1. All sponsor acknowledgment should be presented in a form consistent with the standards and values of SAITSA. The not-for-profit nature of SAITSA should not be infringed upon or impaired by any sponsorship scheme. In particular, SAITSA's name, official letterhead, and logo should not at any time incorporate the names or logos of sponsors and should not be used to advertise sponsors' products.
2. SAITSA's logo (as well as the relevant department's logo, if applicable) must be prominently displayed in conjunction with any sponsor's name, logo, trademark or symbol used at an activity or event, on any printed matter or on clothing. SAITSA's logo (and/or the relevant department's logo) shall be at least the same size as the sponsor's logo.



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Subject	Policy #	Approved by	Approval Date
Reporting Procedure	SPON-8	SEC	August 18, 2009
		SLC	
		Revision Date	

Policy

SAITSA recognizes that it is necessary to have reporting procedures in place in order to evaluate SAITSA's sponsorship activities.

Procedure

1. SAITSA will be required to include in its Annual Report and regular financial statements at the end of each year the sponsorship agreements entered into during that year.
2. SAITSA representatives handling sponsorship agreements (particularly the Research and Communications Coordinator and the VP Finance) shall forward all sponsorship income and expenditure details to the General Manager and SEC on a regular basis.
3. SAITSA shall hold an annual review of all sponsorship activities engaged in prior to the end of each fiscal year.



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Subject	Policy #	Approved by	Approval Date
Final Authority	SPON-9	SEC	August 18, 2009
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		Revision Date	

Policy

SAITSA recognizes the importance of having in place a Final Authority over sponsorship agreements, should the need arise.

Procedure

1. Final authority over any sponsorship agreement, sponsorship contract or full legal contract ultimately rests with the General Manager and SEC.
2. Final authority over the allocation of any income and/or goods received by SAITSA as part of a sponsorship agreement ultimately rests with the General Manager and SEC.