

Sponsorship

First Produced:	10/12/08	Authorisation:	Te Kāhui Manukura
Current Version:	31/10/12	Responsibility and Queries:	Director, Business Development Marketing Manager
Past Revisions:	0/12/08		
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Applies From:	Immediately		

Note: Changes approved by Te kahui Manukura on 31 October 2012 have been made to section 1.4 (“b” has been added), 3.1 (“c” and “d” have been added) and 3.3a has been expanded to include contributions.

1 Introduction

1.1 Purpose

The purpose of this policy is to provide a standard process and criteria against which proposed sponsorship agreements are evaluated before they are approved as part of an annual sponsorship plan and to ensure appropriate management and regular evaluation of the outcomes of any sponsorship agreements. The process and criteria will ensure alignment with the strategic direction and values of Ara Institute of Canterbury¹. It will also enable the Institute to maximise relationship opportunities, leverage marketing communications and manage risk. An Annual Plan may also determine a particular focus to address strategic requirements.

1.2 Scope and Application

This policy applies to sponsorship by Ara including both the large and small sponsorships. It applies to the development, approval, and maintenance of sponsorship agreements between the institute and stakeholders, and the procedures relating to the ongoing maintenance of those relationships within the context of an annual sponsorship plan. This includes scholarships that are negotiated as part of a sponsorship agreement.

The plan is the responsibility of Marketing with whom the corporate budget allocation also sits. Marketing is also responsible for identifying and measuring outcomes of Ara sponsorship arrangements.

Sponsorships received by Ara should be suitably acknowledged, appropriately recorded, and criteria for use determined and achieved.

It is also acknowledged that opportunities for sponsorship may arise from time to time during a year. Such opportunities should be considered in the context of the sponsorship plan and criteria and any agreed focus areas for that year.

1.3 Formal Delegations

- a The Annual Sponsorship Plan will be endorsed by Te Kāhui Manukura.
- b Once endorsed as part of the overall plan each sponsorship will be authorised by the Chief Financial Officer.
- c The Communications Manager is responsible for oversight of the sponsorship procedures.

¹ From herein referred to as Ara

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- d Sponsorship agreements that involve fee-discounted study (scholarships) for individuals representing stakeholders are managed by the Student Support Officer in conjunction with the relevant Department and the Finance Division.
- e Budget that may be allocated to sponsorship and /or scholarships sits within the marketing and academic department/division budgets. The staff with delegation for the budget are responsible for expenditure once a sponsorship/scholarship is approved as part of the annual plan

1.4 Definitions

- a **Sponsorship:** Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return rights and association that may be used for commercial advantage in return for the sponsorship investment.
- b **Contributions:** Any donation by an external agency to Ara or Ara to an external agency of services or goods in kind that form part of a sponsorship as defined in 1.4 a. e.g. use of facilities by an external organisation, external organisation marketing information placed on the Ara website (or the reverse).

Related Ara Procedures: (indicate if attached to policy or where they can be found)	Related Ara Policies <ul style="list-style-type: none"> • CPP309 Principles & Practices Governing all Contractual Arrangements • Scholarships (being developed)
Related Legislation or Other Documentation <ul style="list-style-type: none"> • TEC Funding Policy - Inducements: www.tec.govt.nz/templates/standard.aspx?id=2341 	Good Practice Guidelines (indicate if attached to policy or where they can be found)
References <ul style="list-style-type: none"> • NZQA Quality Assurance framework 	
Notes <ul style="list-style-type: none"> • Register of current sponsorships is available from the Communications Manager at Ara. 	

2 Principles

- 2.1 Ara undertakes sponsorships that enable it to maximise opportunities for significant relationships that support its mission, vision, goals and strategies.
- 2.2 All contracts are developed as part of an annual plan, must met the stated criteria and be presented in a consistent format in order to compare strategic value
- 2.3 All contractual arrangements will comply with *CPP309 Principles & Practices Governing all Contractual Arrangements* and require authorisation by the Chief Financial Officer who has delegated authority to ensure compliance with this policy and is responsible for checking that the relevant internal/external and legal requirements are met.
- 2.4 Ara will not enter into any contractual arrangements that would be inconsistent with its strategic directions or put Ara at undue risk.

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3 Associated Procedures for Ara Corporate Policy on: Sponsorship

Contents:	3.1	Criteria for Sponsorship Approval
	3.2	Process for Developing and Approving an Annual Sponsorship Plan
	3.3	Recording of Sponsorships

3.1 Criteria for Sponsorship Approval

- a Partner organisations must represent an industry or market segment that is of strategic importance to Ara, and proposed sponsorships should align with Ara kaupapa and brand values.
- b Partner organisations should have a strong link to Christchurch and the wider Canterbury community, industry or business groups and must be deemed credible by Government, the community and Ara stakeholders.
- c Partner organisations must not associate Ara with events or other organisations that could bring the Institute into disrepute, or affiliate the Institute with any political party.

In addition to the above the following considerations have been taken into account in making recommendations:

- a Recommend decline if the proposed sponsorship is primarily a brand recognition sponsorship, eg logo placements, signage and mentions in event material.
- b Recommend approve if the sponsorship promotes career outcomes, and /or enhances the student experience or provides direct recruitment opportunities.

3.2 Process for Developing and Approving an Annual Sponsorship Plan

- a Ara develops and implements an annual sponsorship plan to include both the large and small sponsorships, which it then supports to gain maximum leverage
- b The plan is the responsibility of Marketing Services.
- c Marketing seeks sponsorship proposals from stakeholders, including teaching and non-teaching departments. I.e. Proposals may be generated by or through any Ara academic or corporate department.
- d Proposals must demonstrate how the sponsorship meets the criteria for sponsorship approval (Section 3.1) and need to outline all the planned activities such as events, marketing exposure, news media coverage, with a total estimated dollar value equal to or greater than the financial investment required by Ara.
- e The Communications Manager in conjunction with the Marketing Manager will evaluate all proposals including those that seek Ara corporate funding as assigned within the approved Marketing budget or are funded through department budgets. against the sponsorship approval criteria.
- f The sponsorship plan is submitted to Te Kāhui Manukura for endorsement

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- g Once the plan is endorsed, the contracts under the plan can be developed.
- h Sponsorship contracts or memorandums of understanding are drafted in consultation with or by the relevant senior manager using standard formats.
- i Sponsorship contracts are then authorised by the Chief Financial Officer. Appropriate legal advice should be sought via the Chief Financial Officer prior to a contract being signed.
- j Marketing is also responsible for the measurement and evaluation of outcomes of sponsorship arrangements and will regularly report to Te Kāhui Manukura.

3.3 Recording of Sponsorships

- a The Communications Manager will hold and maintain a central register of all approved sponsorships contracts and sponsorship contributions.
- b The Student Support Officer will hold and maintain formal Ara records of scholarships that form part of a sponsorship and therefore must be officially informed of any sponsorship with a scholarship component.

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