

## 1. Purpose of policy

1.1 The University is committed to ensuring its financial arrangements are carried out in an ethical manner. The purpose of this policy is to establish the framework and guidelines within the University for the creation of productive strategic sponsorship alliances with external organisations, and to ensure all agreements:

- 1.1.1 Contribute to development of strong relationships with the University's communities.
- 1.1.2 Contribute to building brand awareness in key target markets.
- 1.1.3 Reinforce the University's position as an institute of higher learning, teaching, research and community engagement.
- 1.1.4 Enhance the reputation and standing of the University, locally, nationally and internationally.
- 1.1.5 Create undergraduate or postgraduate student recruitment opportunities and/or enhance engagement pathways.
- 1.1.6 Provide the University with a clear and measurable return upon investment.

## 2. Policy scope and application

- 2.1 This policy applies to all areas of the University.
- 2.2 All sponsorship alliances must be consistent with existing University policies.

## 3. Definitions

Please refer to the University's Glossary of Terms for policies and procedures. Terms and definitions identified below are specific to this policy and are critical to its effectiveness:

External/outgoing sponsorship refers to a University-funded commercial agreement between the University and an external organisation to support an event or activity. The sponsorship may involve an ongoing activity or a one-off program or event.

Financial support is a monetary amount for which the University is invoiced.

In-kind support refers to provision by the University of access to non-financial services including, but not limited to, University venues, equipment, facilities, staff, intellectual expertise or USC branded materials.

## 4. Selection and coordination of outgoing sponsorships

4.1 Marketing is responsible for the coordination of the University's outgoing sponsorship arrangements. It seeks to ensure:

- The University enters into suitable outgoing sponsorship arrangements;
- That outgoing sponsorships have measurable outcomes;
- That outgoing sponsorship opportunities are assessed fairly, equitably, and according to strategic criteria;
- That the value of strategic outgoing sponsorships is understood
- That the University maximises the benefit gained from any outgoing sponsorship arrangement entered into.

4.2 Sponsorship by the University of the Sunshine Coast of any symposium, project, program, event or activity will not entitle any sponsored individual or organisation to influence any policy, position or decision of the University.

4.3 The University will not enter into any outgoing sponsorship alliance with any individual, corporation or organisation where the sponsorship could jeopardise the University's integrity or its financial or legal position, or could adversely impact the University's standing and reputation in the community.

4.4 The University considers its contributions to outgoing sponsorships as long-term investments that reflect its commitment to the community. Only proposals that are consistent with the University's vision, values and brand will be considered for sponsorship.

4.5 The University will not support outgoing sponsorships that:

- 4.5.1 Do not reflect the University's vision, policies and brand values;
- 4.5.2 Do not provide a demonstrable benefit to the University of the Sunshine Coast, its students or its communities;
- 4.5.3 May adversely affect the reputation of the University;

### APPROVAL AUTHORITY

Vice-Chancellor and President

### RESPONSIBLE EXECUTIVE MEMBER

Pro Vice-Chancellor (Engagement)

### DESIGNATED OFFICER

Director, Marketing

### FIRST APPROVED

10 January 2017

### LAST AMENDED

6 February 2020

### REVIEW DATE

10 January 2022

### STATUS

Active

- 4.5.4 Are tied to registered political parties;
- 4.5.5 Are deemed to promote religious activities;
- 4.5.6 Are associated with sexual services or sex industry venues;
- 4.5.7 Are associated with tobacco products or the promotion of gambling;
- 4.5.8 Can reasonably be judged as offending or denigrating individuals and/or community groups;
- 4.5.9 Are deemed inappropriate by the Vice-Chancellor and President and USC Council or their delegated officer.
- 4.6 The University reserves the right to review all third parties involved in an outgoing sponsorship arrangement, 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.
- 4.7 The University reserves the right to consult other personnel/groups/external organisations in relation to any application for outgoing sponsorship.
- 4.8 While outgoing sponsorships may be initiated by any part of the University, they must adhere to this policy and be approved by the Director, Marketing.
- 4.9 The University's outgoing sponsorship of an event or activity can comprise in-kind support, financial support or a combination of both.
- 4.10 In the negotiation of any outgoing sponsorship arrangement, the commercial value of all in-kind support must be clearly identified and acknowledged.

END

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#### RELATED DOCUMENTS

[Conflict of Interest - Governing Policy](#)  
[Hire of University Facilities - Operational Policy](#)  
[Incoming Sponsorship - Operational Policy](#)  
[Information Management Framework - Governing Policy](#)  
[Marketing and External Engagement - Operational Policy](#)

#### RELATED LEGISLATION / STANDARDS

[Disability Discrimination Act 1992 \(Cth\)](#)  
[Information Privacy Act 2009 \(Qld\)](#)  
[Defamation Act 2005 \(Qld\)](#)  
[Fair Trading Act 1989 \(Qld\)](#)