University Policies and Procedures
09-01.00- Policy on Sponsorships of External Entities by Towson University

I. Policy Statement:
This policy establishes the framework and guidelines for Towson University to sponsor non-University events, activities, projects, and/or programs. Such sponsorships must be approved in advance by the Office of University Promotions & Events. Review and coordination of such sponsorships will facilitate partnerships among University units, ensure consistency, and align with the University's mission.

Towson University (hereinafter the “University”) and its individual administrative units and colleges may wish to sponsor external community-oriented, charitable, or business-related organizations. As a not-for-profit, the University must ensure that such sponsorships are consistent with budgetary constraints as well as all prevailing laws.

Further, any such sponsorships should:
- enhance the University’s overall mission, reputation and image, consistent with the University’s strategic goals;
- build strategic relationships and partnerships; and/or;
- provide support to local organizations to foster civic engagement; consistent with the University’s strategic goals; and
- create opportunity for greatest University visibility

II. Reason for Policy:
The University receives many requests for external sponsorships. In selecting sponsorships, it is important for the University to participate in activities that financially benefit external organizations for purposes of relationship building, student recruiting, marketing and visibility. This can be accomplished through the purchase of advertising, tickets, tables, event space if available, or sponsorships of community events. This allows university personnel, volunteers or community partners to attend these events to represent the University. The University also considers in-kind support for external organizations, providing them with items such as TU promotional items. It is essential that the University maximizes its external contributions, provide reasonable consideration to groups requesting support, and centrally track the funds and services provided to these organizations.
III. Definitions:

A. **External Entity** is a corporation or other legal entity which is not a part of the University or the University System of Maryland, including but not limited to non-profit organizations.

B. **University Funded Sponsorship** is the University providing funding to support an External Entity’s event, activity, project or program in return for the University’s name being associated with the event, activity, project or program (i.e., recognition as a sponsor).

C. **In-kind Sponsorship** is the University providing goods or services to support or enhance an External Entity’s event, activity, project or program in return for the University’s name being associated with the event, activity, project or program (i.e., recognition as a sponsor).

III. Responsible Executive and Office:

Responsible Executives: Vice President Advancement
AVP, University Promotions & Events

Responsible Office: Office of University Promotions & Events

IV. Entities Affected by this Policy: All employees of the University (faculty and staff).

V. Procedures:

A. When members of the University community receive a Sponsorship request, they should forward it to the AVP, University Promotions & Events, before replying.

B. To achieve a consistent approach to Sponsorship, all requests for Sponsorship will be assessed using the Sponsorship Assessment Form.

C. The Office of University Promotions & Events will maintain the central database of Sponsorships for the University and record all Sponsorships. The Department of Athletics will provide information for the database. This database will allow the Office of University Promotions & Events to provide advice to all areas regarding current (and historic) University Sponsorship activities, and a coordinated approach to reporting on Sponsorships.

D. Sponsorships may be considered at any time throughout the year based on available funds.

E. The Office of University Promotions & Events will assess the request and advise the requesting parties.

F. University-wide sponsorships will be paid from funds designated by the University for Sponsorships. The University may reject requests for Sponsorships based on funding.

G. College or administrative units who have the funds or have budgeted for a sponsorship should forward the sponsorship information to the Office of University Promotions & Events to be logged into the database.
H. All sponsorship and donations expenditures must be paid by check. Purchasing cards ("Pro-Cards") and Foundation Cards may not be used for such expenditures. All sponsorships will be executed by the Office of University Promotions & Events.

I. Vice Presidents, Deans, Directors, and senior staff of University units are responsible for enforcing this policy in their areas of responsibility.

Related Policies:  
Policy on Sponsorship of Towson University by External Entities

Approval Date:  10/3/2018

Effective Date:  10/3/2018

Approved by:  President’s Council

Kim Schatzel, Ph.D.
President

Date 10/12/18