Sponsorship and Solicitation Policy

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What is the Sponsorship and Solicitation Policy?

• The Sponsorship and Solicitation Policy is the set of guidelines used to determine who can and cannot market a business, organization or cause on Georgia College property.

• The policy was approved by University Senate and the full policy is available at: gcsu.edu/auxiliarservices

• The Director for Marketing and Communications for Auxiliary Services is the primary contact for all policy questions and concerns.
Donations vs. Sponsorship

• Donations
  o freely given with no expectation of reciprocation

• Sponsorship
  o an exchange of goods, services or funds for specific rights, (usually advertising opportunities)
Why is this important?

• IRS implications
  o GC could lose non-profit status
  o Business can get into trouble with the IRS if proper documentation isn’t provided for donations/sponsorships

• Legal Issues
  o Registered Student Organizations and GC Departments are not authorized to enter into contractual agreements
  o The university has signed agreements with various vendors and partners providing them exclusive access to on-campus advertising
Donations: What’s allowed?

• Donations
  o You may ask any entity, business or individual for a donation
  o Donations cannot exceed $999 (unless coordinated through University Advancement)
  o Advertising rights cannot be provided to a donor
Acknowledging Donations

- Donations may be simply acknowledged
  - Thank you line in program
  - Small, plain text sign thanking donor
  - Use of donor logos is not permitted
  - Donors are not permitted to distribute information, flyers, samples
  - Donors are not permitted to set up displays
Acknowledging Donations

- RSOs who receive a donation cannot provide a receipt to be used by the donor for tax purposes
- It is good practice for the RSO to send a thank you note to the donor
How to start soliciting donations:

• To begin soliciting for donations
  o Get your RSO advisor involved
  o Develop a request letter
    • Include specific request (food, prize, etc.)
    • Include event details
    • Outline how donation will be used
    • **DO NOT** promise advertising opportunities
    • Have RSO advisor sign letter
  o Take request letter to vendor
Sponsorships: What’s allowed?

• A sponsorship package is a multi-tier proposal where your organization asks for funding or in-kind support in exchange for advertising rights on campus.

• Sponsorship packages rules
  - Top tier sponsorship cannot exceed $999
  - Sponsorships can **only** be offered to Bobcat Card Vendors and University Contract Partners
    - Bobcat Card Vendors are businesses that accept the Bobcat Card as a form of payment
    - University Contract Partners are businesses or organizations that have contractual agreements with Georgia College
    - See the Director of Marketing and Communications for Auxiliary Services for current list of vendors and partners or visit gcsu.edu/auxiliarservices
Sponsorships: What’s allowed?

- Sponsorship packages can include
  - Signage during events
  - Tabling opportunities
  - Distribution of flyers or samples
  - Name / logo on promo items such as shirts
  - Name / logo on advertising pieces, programs, etc.
  - Announcements during event, public acknowledgement of sponsorship
How to start soliciting sponsorship packages:

- To develop a sponsorship package
  - Start early - it will likely take several weeks to finalize the sponsorship package
  - Identify specific needs
    - How much funding are you looking to raise?
    - Are you looking for cash sponsorship or in-kind donations?
  - Identify advertising opportunities for potential sponsors
  - Identify potential vendor/partner matches for your needs
    - Sponsorship packages are limited to Bobcat Card Vendors and Business Partners
  - Include liability language
    - “This agreement is between RSO and VENDOR. This agreement is not connected with Georgia College & State University.”
  - Schedule a meeting for sponsorship package approval
    - Include Director of Marketing and Communication, Auxiliary Services
    - Include RSO advisor
    - Include one – two RSO representatives
What happens if...

• Failure to adhere to the Sponsorship and Solicitation Policy can result in revocation of RSO status and privileges.
Who can help?

• For questions regarding the Sponsorship and Solicitation Policy contact:

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