

## SPONSORSHIP POLICY

<b>Section</b>	University Management
<b>Contact</b>	DVC Students and Global Engagement
<b>Last Review</b>	February 2023
<b>Next Review</b>	February 2026
<b>Approval</b>	SLT 23/01/07
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### Purpose:

The purpose of this policy is to establish guidelines for:

1. Investments in sponsorships by Te Kunenga Ki Pūrehuroa Massey University.
2. Procurement of sponsorships to Te Kunenga Ki Pūrehuroa Massey University.

### Policy:

Massey University has determined that when entering into a sponsorship agreement with a third party, that its staff will take all practical care to ensure that it enhances the university's reputation and engagement with future students, while delivering on the university's Strategy and Mission - the advancement of knowledge and the dissemination and maintenance of teaching and research.

The university's objectives when investing or procuring sponsorships are:

1. Increasing the university's profile and reputation.
2. Increasing lead generation of future students with domestic and international audiences.
3. Showcasing the university's commitment to being a Tiriti-led university.
4. Showcasing our leadership on matters of interest.
5. Showcasing the university's research.
6. Showcasing our leadership in online and blended pedagogy and delivery.
7. Increasing the profile of the leaders within the university.
8. Providing opportunities to connect with industry across the university's diverse portfolio.
9. Some other benefit that has been agreed with the DVC SaGE or VC.

Where possible, all sponsorships are to be industry exclusive. The university will not engage with sponsorships or partnerships where:

1. They are overtly religious.
2. They are sexually exploitative.
3. They promote gambling, drinking or drug consumption.
4. They are not politically neutral in nature.

Prior to agreement of any sponsorship, departments should ensure they have the correct funds to leverage the sponsorship and the resource to do it. Without resource and leverage funds, it is highly likely that sponsorships will fail to meet business objectives.

The following levels of approval are required to engage with a sponsorship.

<b>Sponsorship Investment</b>	<b>Delegated Authority</b>
Up to \$50,000 (and under two	DVC, SaGE
\$50,000 and over (or over two years)	Vice-Chancellor

This delegation does not replace the Budget Manager's Delegated Authority but is to be used in conjunction with.

Where sponsorship investments are \$5,000 or more, the sponsorship will require approval from the Deputy Vice-Chancellor, Students and Global Engagement and the National Events and Sponsorship Team should be advised to ensure leverage and benefits are maximised and conflicts of interest are avoided.

## **Definitions:**

### **Sponsorship**

Sponsorship is defined as a form of promotion where a partnership to support an activity or an event is formed from which the sponsor expects to derive tangible benefits.

### **Exclusivity**

Exclusivity means that the sponsorship agreement specifies that Massey University is the only sponsor.

### **Industry Exclusivity**

Industry Exclusivity means that the sponsorship agreement specifies that Massey University is the only Tertiary Education sector provider that is a sponsor.

### **Naming Rights**

Naming Rights means that the sponsorship agreement specifies that Massey University is the naming right sponsor, and the activity or event will be known as 'Te Kunenga Ki Pūrehuroa Massey University's...

### **Sponsorship Investments**

Sponsorship Investments are the full costs for the rights to the sponsorship.

### **Leverage Funds**

Leverage Funds are classed as any costs or resources that go towards promotion of the Massey brand in association with the sponsorship and includes any resources the university needs to help leverage the event (costs associated with hosting and / or delivering the event, staff time and any in-kind offering to the event).

### **Charitable Donation**

Charitable Donations are defined as a payment to an organisation / event with no expectation of a commercial return. These are not covered under this policy.

### **Sponsorship Procurement**

Sponsorship Procurement is where Massey University requests sponsorship funding from an external party. Support from the National Events and Sponsorship Team is available for procurements.

**Audience:**

All staff

**Relevant legislation:**

None

**Legal compliance:**

None

**Related policies and procedures:**

Sponsorship Procedure  
Te Kunenga Ki Pūrehuroa - Massey University Strategy 2022-2027  
Conflict of Commitment and Interest Policy  
Financial Monitoring & Control Policy  
Delegations of Authority Policy

**Document Management Control:**

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