



Sponsorship Policy

POLICY INFORMATION

Policy Number: ADM.02.03

Policy Category: Administrative

Section: Advancement Office

Responsible Executive: VP for Advancement

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1. POLICY STATEMENT

Bethlehem University (BU) welcomes sponsorship from local business, corporations, families and individuals. The aim of sponsorship is to obtain funding in cash or in-kind support for services and/or equipment that may not otherwise be available.

Guiding Principles:

The following principles will guide the University in the solicitation and acceptance of sponsorship or support to enhance and develop programs/services or to acquire furniture and/or equipment:

1. All sponsorship gifts/alliances/partnerships and/or support must further the University's mission, goals, objectives and priorities. Sponsorship must not drive the University's agenda or priorities.
2. Sponsorship is conducted in a manner that is consistent with the Mission, Vision, values and strategic plan of Bethlehem University while protecting the good name and reputation of the University.
3. All sponsorship gifts/alliances/partnerships and/or support must safeguard equity of access to University services.
Sponsorship agreements must not give unfair advantage to or cause discrimination against any sector of the community.
4. All sponsorship gifts/alliances/partnerships and/or support must protect the principle of intellectual freedom. Sponsors may not require endorsement of products or services, including the selection or nomination of candidates in case of honoring or other similar academic and non-academic activities.
5. All sponsorship gifts/alliances/partnerships and/or support must ensure the confidentiality of user records. The University will not sell or provide access to its records in exchange for gifts or support.
6. All sponsorship gifts/alliances/partnerships and/or support must leave open the opportunity for other actual or potential donors to have similar opportunities to provide support to the University, where possible.



7. All budgets related to sponsorship activities has to be reviewed by the Finance Office when attached to the Initial Sponsorship Form - ISF, and submitted to the Advancement Office.
8. In case a written agreement/contract with the Sponsor is required, this agreement/contract should be reviewed and checked by the Finance Office and then signed by the Vice Chancellor.
9. BU will accept sponsorships as an additional source of revenue generation, providing that all sponsorship alliances/partnerships are developed and maintained within the regulations embodied in this policy.
10. All sponsorship alliances/partnerships must be consistent with existing University financial, academic and administrative policies.
11. BU reserves the right to make decisions regarding the implementation of each sponsorship or offer of in-kind support. All details as to design of programs and allocation of resources including type of equipment material and furnishings and other components of a gift will reside with the University's concerned Faculty, Department, Institute, Center or Office. The Finance Office verifies budget availability and approves purchasing procedures.
12. It is expressly understood and agreed that no form of sponsorship and/or support to be allowed during the University's Graduation Ceremonies and Student Orientations.
13. All sponsorship or in-kind support must be approved by the Vice President for Advancement. This is done through the completion of the Initial Sponsorship Form - ISF (no. ADM.02.F02).
14. The University reserves the right to reject or refuse to accept any forms of sponsorship without giving any explanation.
15. Sponsorship excludes gambling practices, tobacco Products, political promotions, sexually explicit materials, ammunition and firearms

Recognition and Acknowledgement:

The Advancement Office in conjunction with the concerned faculties and/or departments will ensure that each sponsor receives acknowledgement and to the degree that the donor is willing. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

1. A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors by the Advancement Office.
2. Any special recognition agreements/requests will be stipulated in a separate agreement document signed by the concerned parties.
3. Public acknowledgement of sponsorship in the University's promotional materials will normally be restricted to a statement of the sponsor's name and a display of logo. Such acknowledgement will not take precedence or have prominence over the University's own logo or promotional material.

2. DEFINITIONS

Sponsorships vs Donations: are differentiated by whether the funder requires a counter performance, such as a negotiated and agreed-upon level of advertising exposure as in the case of sponsorships, or where



no counter performance is expected as in the case of a philanthropic donations including gifts (see BU approved Development & Fundraising Policy no. ADM.02.05).

Applicant: is a BU employee who plays the role of the initiator and/or coordinator of the event/need to be sponsored. This party may be any Faculty, Department, Institute, Center, Office or employee within the University's hierarchy, responsible for conducting the sponsored event/activity/project

3. PURPOSE AND SUMMARY

The purpose of this policy is to establish the guidelines within BU for the creation of productive alliances/partnerships between the University and the private sector, i.e. sponsorship alliances/partnerships with corporations, foundations, individuals and other non-government institutions. It is recognized that such alliances/partnerships can provide important financial and marketing support to potential partners of the University while at the same time generate additional revenues to support the University's mission and mandate.

4. APPLICATION / SCOPE

This policy applies to all BU employees and representatives who are involved in any aspects of acquiring sponsorships for any BU Faculty, Department, Institute, Center or Office including the identification, cultivation, solicitation and stewardship of prospective sponsors of the University.

5. STATEMENT OF ROLES & RESPONSIBILITIES

1. Applicant:

The Applicant (BU Faculty or Staff) plays the role of the initiator and/or coordinator and/or implementer of the event/activity/project to be sponsored. The Applicant does so according to the Articles of this Sponsorship Policy through filling out the Initial Sponsorship Form – ISF (no.ADM.02. F02), and by adhering to the budget requirements.

2. Department Chairperson/Direct Supervisor:

The direct supervisor of the Applicant ensures that the concept and the activity fall within the scope of work of the department and complies with BU academic rules and regulations.

3. Dean of Relevant Faculty:

The main supervisor who certifies the ISF.

4. Academic Affairs Office:

The Academic Affairs Office verifies and certifies that all academic requirements of the activity to be sponsored have been met.

5. Finance Office:

The Finance Office handles the financial aspects of the sponsorship and maintains the financial records. It performs a final review of the proposed budget to ensure that:

- a. A verification that all costs are included.
- b. Needs are realistically estimated
- c. Certifies that furniture and/or equipment needs are justified



6. Advancement Office:

The Advancement Office is Bethlehem University's official representative for all sponsorships. The Advancement Office is to enhance the University's internal capability by providing members of the University community with a variety of supportive services and assistance, including the secure/generate of external funding. The intention of the Advancement Office is to make the sponsorship submission process as user friendly as possible to the Applicant.

Accordingly, the Advancement Office will:

- a. Develop, maintain, and update a current database of funding sources/sponsors that are applicable to the needs and interests of Bethlehem University faculty and staff.
- b. Conduct focused research to identify funding sources to sponsor the University's activities.
- c. Maintain an updated standard profile of Bethlehem University for the sponsors to use when needed.
- d. Signage—All signage and signage placement must be approved in advance by the VP for Advancement in conjunction with the Plant Personnel and the appropriate department(s).
- e. Naming. Sponsorship related signage and signage placement must be proposed by the University Engineer to the Advancement Office. The Signage must be appropriate to the University environment and comply with University Signage Standards
- f. University unit sponsorship solicitations, including student organizations, must coordinate with the Advancement Office when pursuing available Sponsorship opportunities.

6. PROCEDURES

The Sponsorship Process:

1. Initiating the Sponsorship process by filling out the Initial Sponsorship Form - ISF (no. ADM.02.F02), which has to be concluded within (10) working days starting from the submission date by the Applicant until receiving the written response from the Advancement Office. The ISF form includes basic information as follows:
 - i. Applicant's name, phone extension, department and faculty.
 - ii. Proposed sponsorship activity title.
 - iii. Objectives of the sponsorship activity.
 - iv. Date to start the activity.
 - v. An estimated budget must be attached to the ISF showing a breakdown of requested fund.
 - vi. The involvement of the Finance Office in revising the estimated budget is mandatory before submitting the ISF for approval. The Finance Office has to certify the prepared estimated budget by way of signature.
 - vii. Detailed list of potential sponsors to be approached. In case the Applicant wishes the Advancement Office to seek sponsorship for the event/activity/project, a clear request statement has to be shown in this regard in the applicable field of the ISF.
 - viii. Applicant signature and date of submission.



After checking and ensuring that all required information has been provided in the ISF, including the approved budget by the Finance Office, the Applicant signs and submits it to the relevant Department Chairperson/Direct Supervisor/ Supervisor.

2. The Department Chairperson/Direct Supervisor reviews the ISF and ensures that the concept and the activity to be sponsored falls within the work scope of the department and complies with academic rules and regulations of Bethlehem University. Any comments/remarks have to be discussed with the Applicant. Upon approval, the Department Chairperson/Direct Supervisor signs the ISF and submits it to the relevant Dean of Faculty.
3. The Dean of Faculty reviews the ISF and any comments/ remarks attached ensuring the compliance with the faculty and the academic rules and regulations.
4. Upon approval, the Dean of Faculty signs and submits the ISF to the Vice President for Academic Affairs (VPAA).
5. Upon approval, VPAA signs and submits the ISF to the Vice President for Advancement (VPA)
6. In case the Applicant is a University Staff, the Applicant's supervisor signs the ISF and submits it to the relevant Vice President, who in turn submits it to the VPA.
7. The VPA will respond in writing to the Applicant and all signatories on the form indicating one of the following after verifying the ISF to ensure there is no conflict with the same source of funding or any other issue that may impede the process as per Bethlehem University Administrative policies and regulations:
 - i. There is "No Concern" regarding the proposed Sponsoring Source and works with the Applicant to secure the fund.
 - ii. If the Sponsoring Source is not indicated, to suggest some for the Applicant to consider and works with the Applicant to secure the fund.
 - iii. Highlight any other issues that may impede the Applicant from moving forward in seeking sponsorship for the activity.
8. After securing the sponsorship, the Advancement Office in conjunction with the Applicant provides recognition to the sponsor through sending a formal "Thank You" letter.
9. In case there is a need to sign a sponsorship agreement, this agreement is developed by the Advancement Office, reviewed and checked by the Finance Office prior to signing as stated in Article (1.8) of this policy.
10. The expenditure of the sponsorship funds only takes effect as per the financial rules and regulations applied at the University.
11. In case the activity to be sponsored includes University employees' career development, a report of the achieved results is submitted by the Applicant to the Human Resources Office listing the names of the BU participants in this activity for record keeping.

7. COMPLIANCE

Since the VP for Advancement is entrusted with this policy, it is his responsibility to report in writing or through email on any breach to this policy, by any BU user(s) to the VP of Human Resources, stating the breach details and recommending any disciplinary action as per BU policies in this respect.



8. RELATED INFORMATION

Forms pertaining to this policy:

1. Initial Sponsorship Form (no. ADM.02.F02)