



Committee Meeting: Policy Committee	Date: February 9, 2018
Committee Chair: Kathleen Masiello	
New or Edited: New	

POLICY NAME: Selection and Support of Sponsorship Requests

POLICY TYPE: Managerial

SUBMITTED BY: Paula Sandy, Director – Marketing & Communications

ISSUE OR STATEMENT OF PURPOSE:

As SUNY Erie is a large institution with many ties to the community we serve, we receive many requests throughout the year seeking our support through sponsorship opportunities. The sponsorship requests can vary greatly between the dollar amounts, requesting organizations, scope and purpose of the events, and potential benefits to SUNY Erie. The creation of this policy will allow us to ensure that we are supporting efforts that not only advance our mission, but will also maximize the benefit to the college.

CORRECTIVE ACTION PLAN RECOMMENDATION (if any): No

NEW OR EDITED POLICY: New

DOES IT SUPERCEDE A POLICY/WHICH ONE:

When a sponsorship request is received from an entity external to SUNY Erie, the SUNY Erie representative should complete the Sponsorship Funding Request form found on the Communications Toolbox on the website. All requested sponsorships must be submitted with a completed form.

Sponsorships submitted to the Office of Marketing and Communication (MarCom) for funding will be reviewed by the Director of Marketing and Communications, in consultation with the Vice President of Enrollment Management (or other Direct Supervisor), the requesting department, and any other department deemed pertinent (e.g. Office of the President, SUNY Erie Foundation, Admissions Office, etc.). The review team will complete the attached rubric (Exhibit A – Sponsorship Decision Rubric). The rubric will be adjusted on an as needed basis to ensure decisions are made in conjunction the College’s current priorities. Upon ensuring that the sponsorship is in support of our mission and provides adequate benefit to the college, the MarCom department will notify the original requestor of the decision and process the paperwork for payment. The MarCom office will notify the external entity of the sponsorship decision. Final decisions on the support of sponsorships will ultimately be linked to funding availability.

Should an individual department have funding to support the desired sponsorship, the Sponsorship Funding Request form must be completed and submitted to the MarCom department as an informational item for tracking purposes and fulfillment of visual identity messaging needs. MarCom will create and/or approve all advertising related to sponsorships in conjunction with the department lead.



POLICY NAME: Selection and Support of Sponsorship Requests - **Continued**

Departments will return a survey to address the outcomes of the sponsorship within 30 days of the sponsorship fulfillment. The survey results will be considered in future sponsorship renewal decisions.

POLICY COMMITTEE RECOMMENDED ACTION:

Policy Committee recommends the Board of Trustees accept the managerial policy under the Report of the Chair, Ad Hoc Committee Reports, and Policy Committee. This Policy supersedes all prior policies/procedures and practices related to policy on the selection and support of sponsorship requests

POLICY COMMITTEE MEMBERS PRESENT: : Trustee Kathleen Masiello, Student Trustee Rebecca Krakowiak, Provost of Academics Richard Washousky, Executive Vice President of Institutional Advancement and Efficiency Michael J. Pietkiewicz, Vice President of Enrollment Management Steven Smith, Director of Registrar Paul Lamanna, and College Senate Representative Michael Delaney.

DATE OF BOARD ACCEPTANCE: February 22, 2018

POLICY COMMITTEE TEAM FOLLOW-UP:

Following Trustee acceptance, this Managerial policy will be included in the SUNY Erie Community College Managerial Policy Manual and disseminate to all departments.

INFORMATION/INPUT CONSIDERED DURING POLICY COMMITTEE DELIBERATIONS:

Attached is the proposed Sponsorship Rubric that was developed to help evaluate the requests for sponsorship support. The Policy has been discussed at the Marketing and Institutional Advancement Committee meetings and was unanimously approved at the October 20, 2017 meeting for submission to the Policy Committee. The Policy has been reviewed and discussed at the February 9, 2018 Policy Committee meeting.

Exhibit A



Sponsorship Request Form

Requestor	Internal or External Request
Name of Organization	Does this organization coincide with our mission? Does it conflict with other sponsorships/programs? Does this set a precedent?
Type of Sponsorship	Are there other types of similar sponsorships we are not doing?
Have we sponsored this before?	Yes or No
Have we sponsored other events or programs with your organization before? If yes, which events/programs?	Yes or No
Does your organization support our students through internship sites or academic program referrals?	Yes or No
What is included in Sponsorship? (Event Naming, Type of Exposure, Interaction with Students, etc)	How will ECC be viewed?
	Does this provide an opportunity to interact with the participants?
Is this an Event Sponsorship?	
Will this require staff Support?	Does this have direct interaction with our target population?
When is the event?	Does this coincide with peak events?
How will this event enhance our enrollment/recruitment efforts	How do we assess the ROI?
	How many prospects/apps will we gain?
Amount of the Sponsorship	Is there funding available