Sponsorship Guidelines for Campus Chapters

Chapters may wish to seek sponsorships from organisations and corporations from outside the university in order to fund chapter activities, events and projects and reinforce relationships with external entities. These could take the form of cash sponsorship, in kind sponsorship (e.g. goods and services) or matching funds.

The reputation of the University of Alberta is a valuable asset. To protect the image, identity and reputation of the university, sponsorship activities must be consistent with the university’s mission and values.

The Alumni Association has strong relationships with our affinity partners which support the activities of the Alumni Association including the Campus Chapters Program. Click here for a current list of our affinity partners. Prior to seeking sponsorships, chapters should contact a Campus Chapters program staff member to review specific needs, and identify any conflicts between affinity partners and proposed sponsors.

Chapters should note that some sponsorships may be eligible for charitable gift receipting from the university. The Office of Advancement is responsible for all charitable receipting and must be consulted in advance in order to determine eligibility. Sponsorships over $5,000 require a gift agreement. Should a sponsor receive a benefit for the gift, all or part of the gift may be ineligible for charitable receipting.

The following guidelines apply:

- Sponsorships cannot be solicited from organisations that compete with affinity partnerships.
- All sponsorships should be set out in a written agreement signed by the AVP Alumni Relations or his deputy, and the sponsor. A Campus Chapters program staff member can assist with this.
- Sponsor levels, benefits and recognition should be developed in consultation with a Campus Chapters program staff member.
- Chapters must consult with a Campus Chapters program staff member before approaching sponsors to ensure that their sponsorship request will not conflict with other sponsorship agreements or requests from other entities within the university.
- Recognition of sponsors may include sponsor signage, branding, and acknowledgement at events and programs (e.g. during speeches). All UAlberta branding, marketing and communications guidelines must be followed.
- Any sponsorship revenue belongs to the University of Alberta, and is regulated by University policies and procedures.

Applicable U of A Policies and Procedures
- Sponsorship Procedure
- University Visual Identity Policy
- Financial Management and Practices Policy