SPONSOR PARTNERSHIP GUIDELINES

RECREATIONAL SPORTS PARTNERSHIPS

Steps for successful sponsor “Partnerships” within the Department of Recreational Sports:

- Review department Partnership Guidelines below;
- Refer to the ‘FAQ – Sponsorship at an Event’ file located on the share drive: S:\Programs\Sports & Special Programs\Forms\Sport Clubs\Financial\Sponsorship Templates\ FAQ Sponsorship at an Event;
- Fill out a pre-partnership form which are available in the Sports & Special Programs Office;
- Have all letters and partnership materials reviewed by Sports & Special Programs Office. Schedule a meeting with a Coordinator for clarification, support and templates;
- Begin recruiting partners.

PURPOSE

These guidelines have been created in response to a greater interest in partner involvement. This document is intended to provide specific guidelines regarding sponsorship, advertising and donations in an effort to unify department areas within Recreational Sports, and present a consistent message through our interactions with potential partners. This document outlines how to achieve unity and consistency through pricing, marketing and promotional opportunities, sponsor tracking, and sponsor relations. Decisions are based on Recreational Sports Mission Statement, Vision Statement and Guiding Principles.

PERSONS AFFECTED

All program areas with the Department of Recreational Sports (DRS) seeking any form of partnership with a business, group, or establishment.

Specifically:
- Event Coordinators
- Facility Managers
- Sport Club Officers
- Recreational Sports Administrative Staff

DEFINITIONS

Sponsorship
- Support or alignment with a specific event, activity, program, or organization financially and/or an in-kind contribution for marketing and promotional opportunities in direct support of the event, activity, program, or organization

Advertising
- Advertising: An exchange of money and/or in-kind contributions for space to market the company not related to a specific event, activity, program, or organization.
Other Possible Forms of Partnership

- Donation: A voluntary contribution of money, in-kind, or services without obligation to provide specific public acknowledgment for the donation.
- Fundraiser: An event or campaign with the intent of raising money and/or in-kind without obligation to provide specific public acknowledgment.

PARTNER ELIGIBILITY

Potential partners must fit within our guiding principles, mission, and vision parameters.

Key components from each of our statements:

- Mission Statement
  - We strengthen the University by providing quality recreational and educational opportunities that foster healthy living.
- Vision Statement
  - The Department of Recreational Sports is dedicated to promoting lifelong recreational pursuits by providing dynamic experiences, which encourage healthy and creative learning.
- Guiding Principles
  - We are committed to providing recreational and educational experiences to the University community that supports a well-rounded education and healthy lifestyle. We create and foster a safe, fun and welcoming environment for individuals to participate and thrive.

In order to remain consistent with our Recreational Sports standards (mission statement, vision statement, guiding principles) tanning salons, bars*, alcoholic beverage distributors, tobacco distributors, smoke shops, or other establishments portraying messages that undermine a healthy lifestyle, may not be contacted in regards to sponsorship, donation, or any other form of partnership.

*Bars are defined as a room or establishment whose main feature is a bar for the sale of alcohol.

Before pursuing potential partners, a pre-partnership form must be submitted to Recreational Sports Marketing for approval. Recreational Sports Leadership Team has final say regarding all potential partners.

PARTNERSHIP OPPORTUNITIES

All marketing and promotional opportunities offered to potential partners must be aligned with our Recreational Sports standards (Guiding Principles, Vision Statement, Mission Statement).

If a potential partner contacts you about sponsorship or advertising opportunities consider the following questions:

1. Is this a regularly occurring marketing & promotional opportunity? If yes, defer to pricing already in place. If no, refer to the questions below:
2. Does this partner fit the eligibility requirements?
3. Who will be impacted or involved in working with this partner? What costs may be associated with the event? Is it feasible for the timeframe requested? Will tasks be required that are outside a person’s normal job responsibilities?
4. Conduct a cost-benefit analysis to determine if the partnership is worth pursuing.

**Sponsorship Packages**
Any program area may offer sponsorship packages with package discounts as an incentive to sponsor an event or activity. A grouping of three modes of marketing and promotional opportunities constitutes a sponsorship package. The total price of the package is the sum of the price of the individual modes of sponsorship, minus up to 15% as a package incentive.

**Partnership Limitations**
Program Areas can sell sponsorship and advertising spaces for events and activities happening within the program area.

Sport Clubs can sell sponsorship and advertising spaces for events and activities happening within the sport club program as well as space on their team uniforms and equipment.

Marketing/Outreach can sell sponsorship and advertising opportunities within marketing/outreach program managed spaces and events.

*If additional spaces are desired, contact the appropriate program area responsible for that space*

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**PARTNERSHIP PRICING**

The Partnership Pricing Policy is based on the following four variables:

**Interaction (I)** The degree of partner interaction with participants. There are four levels of interaction:

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Weighted Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low: banners, flyers, t-shirts</td>
<td>I=1</td>
</tr>
<tr>
<td>Medium: info tables, games</td>
<td>I=2</td>
</tr>
<tr>
<td>Medium-High: product demo, sample, giveaway</td>
<td>I=3</td>
</tr>
<tr>
<td>High: selling, title sponsor</td>
<td>I=6</td>
</tr>
</tbody>
</table>

**People (P)** The number of people/participants that a specific marketing and promotional opportunity reaches. There are four levels of people:

<table>
<thead>
<tr>
<th>People</th>
<th>Weighted Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 100 people</td>
<td>P=1</td>
</tr>
<tr>
<td>100-1000 people</td>
<td>P=2</td>
</tr>
<tr>
<td>1001-3000 people</td>
<td>P=3</td>
</tr>
<tr>
<td>&gt; 3000 people</td>
<td>P=4</td>
</tr>
</tbody>
</table>
**Duration (D)** The length of time that this form of partnership takes place. (i.e. A banner up for 2 weeks or a table at an info fair for one day). There are seven levels of duration:

<table>
<thead>
<tr>
<th>Duration</th>
<th>Weighted value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 day or less</td>
<td>D=1</td>
</tr>
<tr>
<td>1 week</td>
<td>D=3</td>
</tr>
<tr>
<td>2 weeks</td>
<td>D=5</td>
</tr>
<tr>
<td>3 weeks</td>
<td>D=7</td>
</tr>
<tr>
<td>1 month</td>
<td>D=8</td>
</tr>
<tr>
<td>1 term</td>
<td>D=10</td>
</tr>
<tr>
<td>1 year</td>
<td>D=16</td>
</tr>
</tbody>
</table>

**Cost of Production & Maintenance (C)** The cost is non-negotiable, and represents the cost to Recreational Sports of the time and material dedicated to the creation and maintenance of each individual marketing and promotional opportunity.

**Determining the Price of Sponsorship**

As stated above, the pricing policy is based on three variables weighted value and a base multiplier of 17. The multiplier is constant throughout all modes of partnership; therefore, we multiply all variables and their weights by 17 to determine the final cost of a particular marketing and promotional opportunity.

\[
\text{IPD17+C} = \$ 
\]

For example, to determine the price of a banner that will be displayed for one week, reaching 3,000+ people, the variables would be as follows:

- I = 1 (low or static advertisement)
- P = 4 (3,000+ people)
- D = 3 (displayed for 1 week)
- C = (varies by marketing and promotion opportunity)

Once the values are determined, they can be plugged into the equation in place of their variables to find the price for that specific marketing and promotional opportunity.

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[1 \times 4 \times 3] \times 17 = $204 + C = \text{Total Cost for the above banner} 
\]

**REMEMBER**: This formula is meant to determine the cost of different sponsorship marketing and promotional opportunities on an individual basis. Any additional marketing and promotional opportunities should be calculated individually, and then the costs of the individual modes may be added to determine the total cost of partnership. (i.e.: determine the price of a banner, then the price of a t-shirt and add the cost to obtain the total cost of partnership). Sponsors supporting an event or activity may give up to 50% in-kind to satisfy the price of the sponsorship.

Discounts are considered donations and cannot be considered monetary or in-kind payment.

- All on campus sponsors receive a 50% discount from calculated price.
(See the RecSports Outreach Team for These Documents)
All off-campus sponsorship requires a Sponsorship Agreement.
All off-campus advertising requires an advertising contract.
All forms of partnership must also include a completed Partner Invoice.
   Appendix C – Sponsorship Agreement
   Appendix D – Advertising Contract
   Appendix E – Sponsorship Agreement & Advertising Contract: Exhibit A (Details)
   Appendix F – Partner Invoice

Each department engaged in partnership must keep one copy of the finalized partnership forms for their records and submit one copy to the DRS Outreach Team.

COMPETITION CLAUSE
Marketing and promotional opportunities must be made visible to all companies. If the opportunity facilitates a limited number of partners, partner selections must be based on relevance to partnership and on a first come first serve basis. Exclusivity may not be offered for any event or partnership opportunity.