



## **POLICIES OF DURHAM COLLEGE STUDENT ASSOCIATION, 2022**

### **Chapter C-1**

## **SPONSORSHIP AND ADVERTISING POLICY**

*DURHAM COLLEGE STUDENT ASSOCIATION (the "Corporation")*  
*NON-UNION MANAGERS AND CORPORATE OFFICERS REMUNERATION POLICY (the "Policy")*

### **PART I - GENERAL**

#### *Policy Statement*

- 1 DCSA is a student governed organization to enhance student experience on the Durham College Campus. As such DCSA will from time to time:
  - 1.1 Sponsor events and/or advertise in publications which enhances the student experience at Durham College.
  - 1.2 Receive sponsorships for programs and services which enhances the student experience at Durham College.
  - 1.3 Produce publications which have advertising in it as a service to the students of Durham College.
  - 1.4 Whenever the DCSA is engaged in sponsorship or advertisement activities, DCSA must:
    - Only engaged in such activities if it is in the best interest of the Corporation and will further the core values of the corporation; and
    - Not duplicate any fundraising or partnership work already done by Durham College.
  - 1.5 Nothing in this policy prevents:
    - A business operated by DCSA from accepting a promotional item to further the business operations of DCSA.
    - A business operated by DCSA from giving a promotional item to clients to further the business operations of DCSA.
    - Nothing in this section shall be interpreted in such a way which

would be unethical according DCSA's policies.

- 1.6 In addition, sponsorship monies are deemed a desirable form of revenue diversification which allows Corporation to keep membership dues low and event fees affordable while contributing to the operational funds of the organization. Corporation may consider in kind, indirect and monetary sponsorships.
- 1.7 Corporation's reputation is a paramount consideration when making decisions regarding sponsorship and advertising, as such the Corporation will not engage in activities which would bring the brand into disrepute, and only reputable individuals and organizations whose image, product or services do not conflict with Corporation's mission or values may be considered as sponsors. There is no obligation to accept any sponsorship offer.

#### *Overview*

- 2 This Policy outlines the procedure for: approving donations, evaluating sponsorship requests and soliciting sponsorships for events, programs and operations.
- 3 This Policy has been developed to provide clear and consistent guidelines for Corporation Employees, Executives Officers, and Directors and Members regarding sponsorship and advertising.

#### *Application*

- 4 This Policy applies to Executive Officers, Directors, staff and Members of the Corporation.

#### *Definitions*

- 5 The following meanings shall apply to this Policy:
  - "Donation"** shall have the same meaning as described in the Canada *Income Tax Act*.
  - "Sponsorship Committee"** shall have the meaning described at section 5.3 of this Policy.
  - "Sponsorship Money"** Any contribution that pays to assist with the costs of an event in return for advertising and promotions of the Corporation.

#### *Capitalization*

- 6 Any capitalized term not defined herein shall have the same meaning assigned to it in the By-laws of the Corporation.

### *Handling Donations and Sponsorship Requests*

- 7 For all donations and sponsorship requests, members and/or groups must complete Corporation sponsorship and Donation request form in order to be eligible for review. Invoice(s) may be requested by the Financial Controller for review to verify for validity of the funds being released for the event.
- 8 All sponsorship requests shall be reviewed by the Management Committee, if after review it is deemed to be in the best interest of the Corporation that the sponsorship request is granted, then it will be granted accordance with provision of the Financial Administration Policy.

### *Administration of Policy*

- 9 The General Manager is responsible for the administration of this Policy. The General Manager shall consult with the Management Committee on any major issues or deviations regarding this policy.

## **PART II: GIVING SPONSORSHIPS OR DONATIONS**

### *Donations*

- 10 Donations shall be awarded to organizations, causes, and events which fosters the economic, social, and other wellbeing of the DCSA. Student Networks are not eligible for donations under this policy but are entitled to funding under the Student Networks policy. Donations under \$5000 can be approved by the Management Committee, donation over \$5000 can only be approved by the Board of Directors. If there is any doubt as to the appropriateness of the donation, the matter will be referred to the Board of Directors who shall make the decision. Donations cannot be awarded to any political or religious organization.

### *Sponsorship*

- 11 All Sponsorships under \$5000 can be approved by the General Manager and the Executive Chair, all sponsorships over that amount must be approved by the Board of Directors.
- 12 Approved sponsorship should be managed the General Manager. Ineligibility.
  - 12.1 Sponsorship or Donation funding may not be awarded to assist individual members or groups to attend an event or conference. This section does not prevent DCSA from accepting a gift which it received as a donation as a prize.
  - 12.2 Sponsorship or Donation funding may not be used to purchase alcohol, tobacco products, or cannabis.
  - 12.3 Sponsorship or Donation funding may not be used to cover day to day administrative expenses, even as part of the costs of an event.

- 12.4 Sponsorship or Donation funding may not be used to cover member(s) tuition expense.

*Disclaimer*

- 13 All sponsorship and donations will be determined according to the priorities of the DCSA. There is no guarantee that a proposal, even a similar proposal to a proposal which has already been funded, would be funded.

### **PART III: RECEIVING SPONSORSHIP AND ADVERTISING**

- 14 DCSA may from time to time seek sponsorships or advertising as part of contracts with third party groups. DCSA should only receive sponsorship or advertising when there is a clear benefit to DCSA and where the sponsorship or advertising in question is consistent with the mission, vision, and values of DCSA and the Membership of the Association.

*Merits*

- 15 While each potential sponsorship agreement will be considered on its merits, and judgement and discretion will characterize the decision-making, the following questions will always be raised:
- a. Would this association be a good fit with Corporation's image?
  - b. Does the sponsorship conflict with our values?
  - c. Does the sponsorship suit our overall strategy?
  - d. Will this sponsorship help us realize our objectives?

*Ethical Filters*

- 16 Ethical filters that help determine a desirable sponsor are:
- e. Environment and health.
  - f. Disclosure and accountability.
  - g. Reputation.
  - h. Products and services offered.

*Research*

- 17 Research on behalf of DCSA, particularly in choosing which organizations to proactively approach, will concentrate on those areas unless the theme of the event or program makes another focus more relevant.

*Refusal to answer*

- 18 A company may be rejected if the corporate representative refuses to answer a potentially relevant question. Not every question need be asked of every potential

sponsor, and in many cases none of these questions will be relevant.

*Noting not for profit status*

19 The Corporation representative shall preface any questions by noting DCSA, as a not for profit organization, must withstand extra scrutiny. The questions are asked to fulfill due diligence requirements. If an organization representative is later found to have misled Corporation, Corporation has the right to cancel the agreement.

*Review*

20 Sponsorship shall be reviewed with more rigor and detail where the risks to Corporation's credibility and integrity are higher. In such circumstances, information obtained solely from the potential sponsor is rarely sufficient. It may be sufficient in combination with public information. If no such public information is readily available, research is required.

*Prohibition*

21 It is unfair to the Corporation's volunteers and agents, and to the potential sponsor, to put time into an arrangement which has no hope of acceptance. Corporation will not continue sponsorship discussions with any organization once that organization, its parent or subsidiaries is found to be engaged in Criminal activity.

*Prohibition on party politics or religious activities*

22 To ensure that Corporation is perceived as an organization welcoming to everyone involved within the Durham College Community, Corporation shall not enter into sponsorship discussions with organizations that have a primary focus on partisan politics and/or the protolyzing of a religion .

*Advertising*

23 Corporation will not allow promotion or advertising that:

- Presents demeaning or derogatory messaging or portrayals of individuals or groups.
- Endorses controlled substances, tobacco, alcohol or cannibals brands or vape products, weapons manufacturing, weight-loss products or cosmetic surgery, adult entertainment, cheque- cashing services or pawn dealers, or any other product or service that may be deemed exploitative.
- Corporation will not allow the promotion of alcohol, lottery and gaming, or gambling to students. This section does not prevent DCSA from promoting a contest or a raffle, but for the greater certainty, the in all circumstances, the corporation must abide by the regulations of the AGCO in advertising.
- Or any other messages that may damage Corporation brand and image.

*Time limit on contracts*

24 DCSA will not enter into sponsorship or advertising contracts which are longer than one year, and the sponsorship or advertising agreement must be reviewed before the renewal of any contract.