



Sponsorship of External Activities procedure

Section 1 - Preamble

(1) This Procedure was approved by the Vice-Chancellor on 19 November 2008, came into effect on 11 December 2008 and includes all amendments to 27 October 2014.

Section 2 - Purpose

(2) This Procedure outlines the processes involved in obtaining University sponsorship for the conduct of a range of curricular and extra-curricular activities.

Section 3 - Scope

(3) This Procedure applies to all staff and students of the University, the University community and the wider community. It excludes sponsorship support for University teaching or research partnerships.

Section 4 - Policy

(4) This Procedure is pursuant to the [Sponsorship of External Activities policy](#).

Section 5 - Procedure

Application

(5) Staff, students, community groups and organisations may apply for University sponsorship of a range of activities, including:

- a. intellectual or physical pursuits by staff members or students. Applications for sponsorship of pursuits by staff members must show that the pursuit will benefit an approved charitable organisation.
- b. events to be held at the University and, in some cases, events to be held elsewhere (e.g. Relay for Life).

(6) Applicants who request that a charitable organisation be included in the University's payroll deduction scheme must apply in writing to the Deputy Vice-Chancellor Global Engagement.

(7) Other applicants must follow the sponsorship Guidelines on the Marketing Division (Sponsorship) website and then submit a Sponsorship Application form.

Evaluation and approval

(8) The Director, Venues and Events will evaluate the applications according to the Sponsorship Guidelines and will complete the Sponsorship Application form. They will then forward the application to the Deputy Vice-Chancellor Global Engagement who will determine whether to approve it.

(9) The Deputy Vice-Chancellor Global Engagement or nominee will only approve applications that are consistent with the University's Strategic Plan, annual sponsorship priorities and the Sponsorship Guidelines.

(10) The Deputy Vice-Chancellor Global Engagement or nominee will advise each successful applicant in writing and will ensure that a sponsorship agreement is signed by both parties. The agreement will include provision for the University to use the activity to promote the University's name, image, services and programs.

Reporting

(11) Heads of Organisational Units will maintain an annual record of their area's sponsorship activities and will, on request, supply this information to the Deputy Vice-Chancellor Global Engagement for internal audit purposes.

Section 6 - Definitions

(12) There are no definitions arising under this Procedure.

Status and Details

Status	Current
Effective Date	1st February 2016
Review Date	1st February 2019
Approval Authority	Vice-Chancellor
Approval Date	27th October 2014
Expiry Date	To Be Advised
Responsible Executive	John Molony Deputy Vice-Chancellor Global Engagement +61 3 92445270
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