



# Sponsorship of External Activities procedure

## Section 1 - Preamble

(1) This Procedure is effective from 14 June 2023.

## 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 Special Adviser to the Vice-Chancellor.

(7) Other applicants must follow the sponsorship Guidelines on the Marketing and Recruitment (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, which will include a risk assessment, and will complete the Sponsorship Application form. They will then forward the application to the Special Adviser to the Vice-Chancellor who will determine whether to approve it.

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

(10) The Special Adviser to the Vice-Chancellor 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 Special Adviser to the Vice-Chancellor for internal audit purposes.

## **Section 6 - Definitions**

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

## Status and Details

<b>Status</b>	Current
<b>Effective Date</b>	14th June 2023
<b>Review Date</b>	1st July 2023
<b>Approval Authority</b>	Vice-Chancellor
<b>Approval Date</b>	13th June 2023
<b>Expiry Date</b>	To Be Advised
<b>Responsible Executive</b>	Michael Mangos Special Adviser to the Vice-Chancellor +61 3 924 45147
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