

SUBJECT: Sponsorships	POLICY NO: INT-28	LAST REVIEWED: February 2021
APPROVED BY: Executive Board	MANAGED BY: Director of Marketing and Communications	NEXT REVIEW: February 2023

SUMMARY

Policy Statement

BCITSA enters into sponsorship agreements with compatible external organizations for financial and/or in-kind compensation. All such agreements must demonstrate value and benefit for BCIT students, and BCITSA. BCITSA sponsorship agreements provide specific marketing opportunities and outcomes for external organizations to gain corporate and market exposure to BCIT students through event and programming initiatives offered by BCITSA.

Purpose of This Policy

The purpose of this Policy is to:

- Cultivate and manage positive relationships with sponsoring companies through established associational protocols that work to demonstrate value and benefit for BCIT students.

Application of This Policy

This Policy applies to all employees, Clubs, and external organizations wishing to enter a sponsorship agreement with the BCITSA.

Related Documents and Legislation

N/A

Forms Associated With This Policy

N/A

Amendment History

- Created 2018-08-26
- Amended 2021-02-15

DEFINITIONS

N/A

DUTIES AND RESPONSIBILITIES

Director of Marketing and Communications

The Director of Marketing and Communications is responsible for the interpretation and enforcement of this Policy as it relates to employees.

POLICY

1. Sponsorship Selection

1.1. BCITSA as a Non-Partisan Representative Association

- a. BCITSA retains the right not to consider a sponsorship agreement that is inconsistent with BCITSA’s mandate, or that marginalizes in whole or in part the membership of BCITSA.
- b. BCITSA shall not enter into a sponsorship agreement with or post materials for:
 - i. Religious associations or agencies;
 - ii. Political associations or agencies;
 - iii. Tobacco companies or products;
 - iv. Companies affiliated with the such associations/agencies; or
 - v. Companies that promote or condone illegal activities and/or services.

1.2. Written Sponsorship Agreements

- a. All sponsorship agreements between BCITSA and an external party shall be governed by a specific contract that relates to events and programming opportunities.
- b. No contract shall operate outside of established BCITSA policies and operational standards.
- c. All sponsorship contracts shall only be signed by the Executive Director or Director of Finance.

1.3. Relationship Management

- a. BCITSA shall work to cultivate and manage positive relationships with sponsoring companies and organizations through established associational protocols that work to demonstrate value and benefit for BCIT students.

PROCEDURE

N/A