

DIRECTIVE TITLE	Sponsorship
DIRECTIVE NUMBER	D-1.1
APPROVAL DATE	February 27, 2020
APPROVAL BODY	College Executive Team
REPLACES (IF APPLICABLE)	N/A
LAST UPDATE OR AMENDMENT OR REVIEW DATE	N/A
NEXT REVIEW DATE	February 2023
HOLDER	Executive Director Communications and Marketing
RESPONSIBLE OPERATIONAL LEADER	Executive Director Communications and Marketing
SUPPORTING DOCUMENTS	N/A

## SPONSORSHIP

### PURPOSE

To create a consistent policy for solicited and non-solicited sponsorship opportunities, while supporting the goals and objectives of Camosun College as a leader in post-secondary education and skills training.

Throughout the year, Camosun College receives requests to sponsor various events through cash and/or in-kind services in return for commercial advantage. On occasion, the college may also actively solicit sponsorship opportunities to promote its brand.

The Communications and Marketing department, under the Executive Director, has oversight for sponsorship in consultation with Advancement and Alumni Engagement.

Regardless of the type of sponsorship being requested, Communications and Marketing can provide support with:

- Ensuring correct branding is applied appropriately, whether the sponsorship is in kind, financial or otherwise;
- Advising on whether there is potential for controversy or issues associated with the sponsorship; and,
- Identifying alignment with the priorities in the college's strategic plan.

