



Support of Community Initiatives and Events Policy

Date Approved: January 2019

Effective Date: March 1, 2019

Date Reviewed: September 2018

Replaces: Support of Community Initiatives/Events 2006

Purpose

For Cambrian College (the “College”) to ensure that sponsorship and community support decisions are consistent with the College’s vision, values and strategic priorities.

Definitions

Sponsorship: providing support via a gift or donation for a project or activity.

Community Support: encouraging community initiatives through various mechanisms.

Application/ Scope

All sponsorship and community support made by the College to external parties.

Policy Statement

The College, a publicly-funded post-secondary institution, proudly supports community initiatives and events through various mechanisms, excluding cash donations.

1. College-sponsored initiatives and events must support:
 - a. The College’s role as a leading educator;
 - b. The College’s role as an economic driver; and/or
 - c. The College’s strategic directions, including marketing, advocacy, philanthropic and recruitment objectives.
2. The College supports community initiatives and events through the following mechanisms:
 - a. Advertisements;
 - Includes publications, banners, websites and other media.
 - b. Sponsorship of awards named for and/or acknowledged as Cambrian College;
 - c. Purchase of tickets for College participation;
 - d. Prizes/Give-aways;
 - e. Staff participation.
3. The terms of all sponsorships must be in writing, include conditions of the arrangement, and be for a fixed term.

Responsibilities and Accountability

Senior Team

- Receives and considers request for Community Support and/or Sponsorship over a \$2500* value.
- Approves or denies requests for Community Support and/or Sponsorship over a \$2500* value.
- Provides confirmation of Community Support and/or Sponsorship.

Vice President, Associate Vice President



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Dean or Director

- Receives and considers request for Community Support and/or Sponsorship under a \$1000* value.
- Approves or denies requests for Community Support and/or Sponsorship under a \$1000* value.
- Provides confirmation of Community Support and/or Sponsorship.

*financial values are subject to unscheduled change

Marketing Manager

- Receives confirmation of Community Support and/or Sponsorship.
- Approves format of the College name/logo for use in advertising and sponsorship materials as appropriate.

Related Procedures

N/A

Related Policies / Directives / Regulations

N/A