



Purpose:

The purpose of this policy is to establish guidelines for:

- 1. Investments in sponsorships by Massey University.
- 2. Procurement of sponsorships to Massey University.

Policy:

Massey University has determined that when entering into a sponsorship agreement with a third party, that its staff will take all practical care to ensure that it enhances the u future students, while delivering on the u Strategy and Mission - the advancement of knowledge and the dissemination and maintenance of teaching and research.

The university

- 1.



The following levels of approval are required to engage with a sponsorship.

Sponsorship Investment	Delegated Authority
Up to \$50,000 (and under two	DVC, SaGE
\$50,000 and over (or over two years)	Vice-Chancellor

but is to be used in conjunction with.

Where sponsorship investments are \$5,000 or more, the sponsorship will require approval from the Deputy Vice-Chancellor, Students and Global Engagement and the National Events and Sponsorship Team should be advised to ensure leverage and benefits are maximised and conflicts of interest are avoided.

Definitions:

Sponsorship

Sponsorship is defined as a form of promotion where a partnership to support an activity or an event is formed from which the sponsor expects to derive tangible benefits.

Exclusivity

Exclusivity means that the sponsorship agreement specifies that Massey University is the only sponsor.

Industry Exclusivity

Industry Exclusivity means that the sponsorship agreement specifies that Massey University is the only Tertiary Education sector provider that is a sponsor.

Naming Rights

Naming Rights means that the sponsorship agreement specifies that Massey University is the naming right sponsor, and the activity or event will be known as

Sponsorship Investments

Sponsorship Investments are the full costs for the rights to the sponsorship.

Leverage Funds

Leverage Funds are classed as any costs or resources that go towards promotion of the Massey brand in association with the sponsorship and includes any resources the university needs to help leverage the event (costs associated with hosting and / or delivering the event, staff time and any in-kind offering to the event).

Charitable Donation

Charitable Donations are defined as a payment to an organisation / event with no expectation of a commercial return. These are not covered under this policy.

Sponsorship Procurement

Sponsorship Procurement is where Massey University requests sponsorship funding from an external party. Support from the National Events and Sponsorship Team is available for procurements.

