

## SPONSORSHIP

### RESPONSIBLE ADMINISTRATOR: Foundation Manager

#### Purpose

The following policy has been established to guide sponsorship, branding, and advertising opportunities for interested individuals and businesses. These opportunities include limited-term naming placement of some object, physical space, or website of the College in return for financial support of the College and its programs through the Southwest Tech Foundation.

This policy and associated guidelines (available through the Southwest Wisconsin Technical College Foundation) are not to be shared with prospective sponsors as they are intended for internal guidance only. Each sponsor and sponsorship/branding opportunity is unique and must be handled with flexibility and on a case-by-case basis. This policy is intended to serve as a starting place as Foundation and College staff a) prepare for making an ask or b) respond to an inquiry from a prospective donor/sponsor. Inquiries and requests should be shared with a dean or supervisor and the Southwest Tech Foundation staff to help draft a formal request.

To guard against the authorization of sponsorships for individuals, groups, or businesses whose values or purposes do not align with those of the Foundation or College, all sponsorship requests must be approved by the Foundation Director/College President or one of the College's Vice Presidents. In general sponsorships that do not have a direct connection to the College's mission, purposes, or programs should be discouraged. For example, if a handgun manufacturer wanted to sponsor the Criminal Justice program or an accounting firm wanted to sponsor the Accounting or Business Management program these sponsorships would likely be approved. If a political or social advocacy organization wanted to buy a sponsorship to promote its agenda that sponsorship would not be approved. In making these decisions the Foundation's and College's established policy on gift acceptance and solicitation will also be considered.

#### General Policy

Sponsorship opportunities include sponsoring program videos; student uniforms; facilities, equipment, and common public areas. For guidance on minimum gift requirements, please contact the Southwest Tech Foundation.

Suggestions for pricing other sponsorship opportunities will be determined case-by-case.

Those seeking sponsorship opportunities may be individuals, families, organizations, foundations, or corporations.

Sponsorship recognition will be determined by sponsorship opportunity desired, content desired, and location availability. For example, uniform sponsorships will appear upon clothing, room sponsorships will be acknowledged with a name plate by room and prominent logo displayed on College sponsorship wall or elsewhere.

Prior to sponsorship placement, at least 25% of the gift must be received by the College. For the remainder of the pledge, the sponsor must commit to an approved plan developed in collaboration with Foundation staff members. All sponsorship gifts made to the Foundation are irrevocable.

Funds received in exchange for sponsorship will be used by the Southwest Tech Foundation as defined by agreement between the Foundation and the Sponsor. If a sponsorship is provided to support a specific program, the gift will be used for that purpose. If it is provided as an unrestricted gift to the Foundation it will be used to support the Foundation's mission. The Southwest Tech Foundation exists to raise, manage, and distribute funds in support of Southwest Tech's mission of teaching and learning.

Recognition by means of a sponsorship opportunity carries no power of direction over the College on matters of appointment of persons, academic policy, purchasing, or any other College activity or process. The College and Foundation shall extend to Sponsors the same rights and privileges it grants to other constituents. No special considerations shall be granted based solely on philanthropic support.

If the donor wishes to further condition a gift, the conditioned gift will be considered separately from the sponsorship transaction and the Southwest Tech Foundation Board must formally accept the specific conditions of the additional gift. For example: A local business wants to sponsor an event at the College but they would like to designate their sponsorship to be used only for scholarships for males. We would not accept the terms of this request due to the discriminatory nature of the request.

Approval Date: 9/15/14

Revision Date: [Click here to enter a date.](#)