



POLICY TITLE	Coordination of Sponsorship and Advertising	Policy Number	234
Section	Financial Affairs and Development	Approval Date	June 15, 2006
Subsection	Development	Effective Date	June 15, 2006
Responsible Office	Office of the Vice President of Development and Alumni Relations		

1.0 PURPOSE

1.1 UVU needs a policy for departments and programs soliciting revenue in the form of sponsorships and advertising to support university activities. The policy will serve as a guide in decision making for university personnel, who are approached by, or approach, external advertisers or corporate sponsors that want to access the campus community.

2.0 REFERENCES

3.0 DEFINITIONS

3.1 Advertising: The opportunity provided to another party for the purpose of promoting or marketing any trade, business, service, facility, or product (funds are not recognized as a donation). Advertising revenue may be subject to federal unrelated business income tax (UBIT).

3.2 Campus community: All faculty, staff, and students of UVU.

3.3 Corporate sponsorship: A contribution from an external business or commercial enterprise in exchange for acknowledgement that is limited by the IRS to the business name, logo, address, telephone, and Internet address.

3.4 External advertisers: Non-campus businesses or commercial enterprises that want to promote items across campus.

3.5 Institution personnel: Employees of Utah Valley University.

3.6 Marketing agreements: Agreements that allow a product to be marketed and sold on campus (e.g.: Pepsi®, Cellular®).

3.7 Office: The Office of University Advancement.



3.8 Supplemental revenue: Additional revenue received from donors and business to assist programs at UVU.

3.9 University activities: Any activity held at UVU by UVU or held by UVU off campus.

4.0 POLICY

4.1 Before revenue is accepted, the department shall determine whether the funds are for advertising or for sponsorships. Sponsorships require approval from the Division of Development and Alumni before they are accepted.

4.2 Since corporate sponsorships are charitable contributions by IRS definition and must be appropriately received by the Division of Development and Alumni, departments and organizations must report all sponsorships to the Division of Development and Alumni in order to ensure accurate accounting and acknowledgement from the Foundation.

4.3 Advertising is not considered a charitable contribution and is not subject to IRS regulations. Advertising is not processed through the office.

5.0 PROCEDURES

5.1 When a university employee is approached or approaches a business or commercial enterprise to advertise or be a sponsor, the University needs to determine whether the entity wants to be an advertiser or sponsor. If the business wants to be a sponsor, the university employee needs to contact the Division of Development and Alumni for approval.

5.2 Proposal summary: Provide a description of an unmet need of the University or community that will be met by the special unit. Describe how the special unit is qualified to meet the need. Identify any faculty or staff involved and their units.

5.3 To be considered a sponsorship, the following must take place:

5.3.1 Monies or equivalent are received by UVU from an individual, business, or commercial enterprise.

5.3.2 Acknowledgement from the University. (The acknowledgement may not contain the University's endorsement of the business entity's products, or services. Any qualitative or quantitative language about the business entity's products or services, or any information other than business name, logo, address, telephone, and/or Internet address, would classify the contribution as advertising.)

5.3.3 Funds may not be from a vendor as part of an exclusive provider arrangement.



UTAH VALLEY UNIVERSITY

Policies and Procedures

5.4 If all of the above criteria are not met, the payment is considered advertising revenue according to IRS regulations and not a contribution eligible as a tax deduction.

POLICY HISTORY		
Date of Last Action	Action Taken	Authorizing Entity