



CAMPUS ADVERTISING AND CORPORATE SPONSORSHIP POLICY

AUTHORITY: The Board of Regents

RESPONSIBILITY: The President

Effective Date: June 1, 2016

Purpose: To guide decisions related to advertising on campus, sponsorship acquisition and retention.

Scope: Unless specifically exempted, this policy and related procedures applies to all corporate advertising on campus and sponsorship-related activities conducted by and in association with The University of Winnipeg and its Constituents, regardless of financial value, source, and primary relationship. It does not apply to the activities of Autonomous Groups affiliated with the University. It does not apply to the University's procurement operations, nor does it apply to academic research activities. It does not apply to the University's own advertising activities, either externally or on campus.

This policy does not apply to the activities of The University of Winnipeg Foundation or to corporate gifts and/or philanthropic relationships of any kind, which are generally provided without expectation of tangible benefits in return.

Responsibility: The President is responsible for the development, administration, and review of this policy. The Executive Director of Marketing and Communications (or designate) is responsible for the day-to-day interpretation and implementation. Exceptions to the policy may be authorized by the President upon recommendation from the Executive Director of Marketing and Communications.

Definitions:

"Autonomous Groups" means: groups or organizations that function independently or semi-independently of The University of Winnipeg, including The University of Winnipeg Foundation, The University of Winnipeg Community Renewal Corporation, student groups, campus tenants, and campus chapters of independent organizations.

"Assets" means: tangible items, programs, services, spaces, or activities owned by the University, including its brand/reputation, which may provide benefit to sponsors by association. Assets include, but are not limited to, marks, logos, signage, websites, materials, venues, media, events, programs, tickets, hospitality opportunities, and merchandise.



“Category Exclusivity”: means the right of a sponsor to be the only company with its product or service category associated with a University Asset. Category Exclusivity can also be granted University-wide, regardless of sponsorship focus.

“Constituents” means: academic and administrative units of The University of Winnipeg, including, but not limited to, faculties, departments, colleges, centres, and institutes.

“In-Kind Support” means a non-cash contribution that can be assigned a market dollar value and that replaces an existing or portion of an existing budgeted line item (also known as Value-In-Kind [VIK]) and has \$0 value applied against a predefined Sponsorship Fee if it is strictly being employed as a marketing tactic by the sponsor with no real benefit to the University.

“Inventory” means the totality of Assets available for sale to sponsors.

“Jurisdiction” means the designated areas on campus where sponsorship activities are permitted.

“Recognition and Benefits” mean the Asset usage provided to a sponsor in exchange for a Sponsorship Fee.

“Sponsorship” refers to the act of paying the cost of an activity or event in return for the right to advertise during that event or activity.

“Sponsorship Fee” means the cash fee and/or VIK provided for the Recognition and Benefits as negotiated between the parties.

Principles

The University of Winnipeg accepts advertising and sponsorship to help support events, fundraising activities, and to lessen operational budget demands for some services, programming, materials, events, and facilities.

The University’s reputation is a consideration when assessing brand association.

Campus advertising and sponsorships must not undermine or unduly influence the University’s mandate, mission, vision, and values, or the best interests of its students.

Campus advertising and sponsorship activities must not substantially undermine the primary operations of Constituents or University tenants.

The University, whenever possible, will engage sponsorship with like-minded, community-oriented, locally based and progressive organizations and businesses.



The University is committed to environmental sustainability and social justice and prefers sponsorship activities with organizations that share in this commitment.

Campus advertising and sponsorship activities are permitted only in designated areas of campus and must not be overtly disruptive to normal uses of those areas.

Procedures:

Potential sponsors aim to gain value through association with the University's brand and exposure to the varied University audience.

Ethics and Brand Association

- The University of Winnipeg will accept advertising or sponsorship from organizations or individuals whose brand, publicly known values, or primary activities are compatible with the University's brand or ideals.
- The University will not allow promotion or advertising that:
 - Presents demeaning or derogatory messaging or portrayals of individuals or groups
 - Endorses controlled substances, tobacco brands or vape products, weapons manufacturing, weight-loss products or cosmetic surgery, adult entertainment, cheque-cashing services or pawn dealers, or any other product or service that may be deemed exploitative
- The University will not allow the promotion of alcohol, gaming, or gambling to students of The University of Winnipeg Collegiate
- At no time may any Constituent endorse, or appear to endorse, a sponsoring company or its products.

Financial Considerations

- Constituents determine the allocation of Sponsorship Fees they have raised, or that have been raised on their behalf by the Marketing and Communications department, unless otherwise directed by the Associate Vice-President, Finance.
- Sponsorship Fees, Recognition and Benefits must represent a fair exchange of value between the University and the sponsor.

Jurisdiction

- Except for space-naming rights, sponsorship activity is not permitted in spaces that are primarily used for educational purposes, including but not limited to classrooms, laboratories, libraries, computer labs, and faculty research areas.
- Sponsorship activities in student association spaces are governed and administered by the University of Winnipeg Students' Association (UWSA).
- Unless authorized by the President upon recommendation from the Executive Director, Marketing and Communications, campus advertising and sponsorship activities may be conducted only in the following campus spaces:
 1. Duckworth Centre



2. Axworthy Health & RecPlex;
 3. Riddell Atrium;
 4. Centennial Hall corridors
 5. Student Central
- With authorization from the President upon recommendation from the Executive Director of Marketing and Communications, sponsorship activities for special events may be temporarily approved for areas otherwise designated as off-limits, including but not limited to student residences, campus front lawn, Riddell cafeteria, and common areas or corridors of campus buildings.

Administration and Implementation

- The Marketing and Communications department is responsible for overseeing campus advertising and sponsorship activities and Inventory as a whole. Constituents are responsible for administering sponsorship activities and Assets that are specific to their programming and spaces in non-University wide categories.
- The Marketing and Communications department shall act as lead, working collaboratively with Constituents as a resource for specific sponsorship activities, and to coordinate activities that involve or affect multiple Constituents, including Category Exclusivity.
- The Events and Conferences department is responsible for administering sponsorship activities that are specific to campus day table rentals and events within their purview.
- At the discretion of the Executive Director of Marketing and Communications, an advisory Sponsorship Council will be assembled to discuss sponsorship-related concerns and evaluate significant sponsorship and campus advertising opportunities. The Senior Executive Officer and Advisor to the President shall act as executive sponsor of this committee with members appointed from the following areas:
 - (a) Marketing and Communications (Chair)
 - (b) Athletics
 - (c) Campus Sustainability Office
 - (d) Finance Operations
 - (e) Academic
 - (f) University of Winnipeg Foundation
 - (g) Representative appointed by University of Winnipeg Students' Association (UWSA)
- Sponsorship agreements that exceed 12 months in length and/or \$10,000 in value require evaluation by the Sponsorship Council, including the completion of a Sponsor Suitability Scorecard.

Review:

This policy shall be reviewed at least once every five years.