



## Medicine Hat College Policy SPONSORSHIP OF EXTERNAL ORGANIZATIONS

Policy #:	CA-01
Policy Authority:	Director, College Advancement
Executive Sponsor:	Vice-President, Advancement and Community Relations
Approved by:	President
Effective Date:	November 9, 2017
Next Mandatory Review Date:	November 9, 2022
Frequency of Review:	every 5 years

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### 1. POLICY OBJECTIVE

The purpose of this policy is to provide a consistent approach to administering requests from individuals or organizations that approach Medicine Hat College (MHC) for contributions to charities, organizations or causes.

### 2. POLICY SCOPE

This policy applies to all members of the Medicine Hat College Community and to the charities, organizations or causes making requests for sponsorship.

### 3. BACKGROUND INFORMATION

MHC is an educational institution that supports the exploration of ideas, ideals and personal opinions and is a strong component of the communities it serves and wishes to be recognized as a positive contributor.

It is therefore appropriate for the college to provide support when doing so supports the attainment of goals established in the business or strategic plan, or supports positive relationships with stakeholders.

### 4. DEFINITIONS

- **Medicine Hat College Community:** a Member of the Medicine Hat College Community. Members under this Policy includes, but is not limited to the following:
  - (a) Employee: any person who is employed by MHC or who provides services to MHC under an employment contract.
  - (b) Student: any person enrolled in study at MHC.
  - (c) Volunteer: any person performing work for MHC in an unpaid capacity.
  - (d) Contractor/Lessee: an individual or company (and its employees) who provides services to MHC (with or without a service contract) (i.e. a non-employee-employer relationship).
  - (e) Community Member: any person working in collaboration with MHC for a business or an academic purpose, or an external community member.

## 5. PRINCIPLES

- 5.1 The college will consider sponsorship of opportunities that
- (a) align with college purpose, values and programs,
  - (b) increase awareness of the college and its programs,
  - (c) provide opportunities to enhance the student experience or employee experience, and
  - (d) support collaboration between the college and the community.
- 5.2 The college may provide support in several formats including, but not limited to
- (a) providing MHC branded items as prizes or silent auction items,
  - (b) providing organizations with the opportunity to provide information to students and/or employees,
  - (c) enabling recruitment of student or employee volunteers,
  - (d) providing space or expertise to support causes or events,
  - (e) participating in another organization's events by purchasing tickets,
  - (f) providing cash sponsorship if other options are not suitable, or
  - (g) enabling a fundraising/charitable activity for an external organization.

## 6. GUIDELINES

### 6.1 Sponsorship (up to \$1000 value cash or kind)

The Director, College Advancement may approve a request at this level.

Requests will be reviewed on a first-come, first-served basis with no more than \$1000 committed every quarter.

### 6.2 Sponsorship (over \$1000 value cash or kind)

In general, contributions over \$1000 must directly support the attainment of college goals or provide strong linkages to stakeholders.

Requests will be reviewed by the Director, College Advancement who will provide a recommendation to the Vice-President, Advancement and Community Relations.

- 6.3 Should access to the theatre or other extensive facility usage be requested, when appropriate the college will require the recipient to provide recognition at a level appropriate to the revenue that could have been earned.
- 6.4 Sponsored groups receiving facility access will receive clear parameters defining facility access, college policy on usage, and limitations relevant to the event.
- 6.5 The operational and human resource expenses associated with providing access to facility usage require special consideration.
- 6.6 If a dispute arises regarding a decision, the case will be referred to the Vice-President, Advancement and Community Relations whose decision will be final and binding.

**7. RESPONSIBILITIES**

7.1 **Director, College Advancement** is responsible for

- (a) reviewing and approving applications valued up to \$1000,
- (b) maintaining a budget center for sponsorship activity, and
- (c) ensuring adherence to the process.

7.2 **Vice-President, Advancement and Community Relations** is responsible for

- (a) reviewing and approving applications valued in excess of \$1000, and
- (b) making the final decision on disputed decisions.

**8. RELATED POLICIES**

2.14: Positioning and Promoting Medicine Hat College

3.5: Posters, Notices and Banners

4.11: Disposal of Capital Assets

**9. RELATED PROCEDURES**

PR-CA-01-01: Sponsorship of External Organizations

***ORIGINAL COPY SIGNED***

Denise Henning  
President and CEO

Date: November 9, 2017

***ORIGINAL COPY SIGNED***

David Petis  
Vice-President, Advancement and  
Community Relations

Date: November 9, 2017

**DOCUMENT HISTORY**

November 2017      Policy approved