SPONSORSHIP OF EXTERNAL ORGANIZATIONS

1. PURPOSE
   The purpose of this procedure is to provide a clear, consistent approach to reviewing applications from individuals or organizations requesting contributions to charities, organizations or causes.

2. SUPPORTING
   - CA-01 Sponsorship of External Organizations (the Policy).

3. DEFINITIONS
   All terms used throughout these procedures shall have the meaning ascribed to as such under the policy.

4. PROCEDURE
   4.1 Applications
   Requests for sponsorship are to be completed using the Sponsorship Application Form (Attachment A) and forwarded to the Director, College Advancement.

   4.2 Review
   An initial evaluation will be conducted on the factors noted below.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Rating 1 low, 10 high</th>
<th>Score</th>
</tr>
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<tbody>
<tr>
<td>Increase awareness of the college and its programs.</td>
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<tr>
<td>Support collaboration between the college and the community.</td>
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<td>Align with college purpose, values and programs.</td>
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<tr>
<td>Provide opportunities to enhance the student or employee experience.</td>
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<td></td>
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<tr>
<td>Total</td>
<td></td>
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</tbody>
</table>

To be considered for approval, any request must score at least 25.
4.3 Decision
The Director, College Advancement will advise the applicant of the outcome of their application. If a decision dispute arises, the application will be forwarded to the Vice-President, Advancement and Community Relations whose decision will be final and binding.

5. ADDITIONAL INFORMATION
Sponsorship Application (Attachment A)

ORIGINAL COPY SIGNED
David Petis
Vice-President, Advancement and Community Relations
Date: November 9, 2017

DOCUMENT HISTORY
November 2017 Procedure approved