



Medicine Hat College Procedure SPONSORSHIP OF EXTERNAL ORGANIZATIONS

Procedure #: PR-CA-01-01
Procedure Authority: Director, College Advancement
Executive Sponsor: Vice-President, Advancement and Community Relations
Approved by: Vice-President, Advancement and Community Relations
Effective Date: November 9, 2017

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.

Factor	Rating 1 low, 10 high	Score
Increase awareness of the college and its programs.		
Support collaboration between the college and the community.		
Align with college purpose, values and programs.		
Provide opportunities to enhance the student or employee experience.		
Total		

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