



POLICY

Title: Corporate Sponsorships	Code: B0904
Authority: Board Minutes 1/27/04, 12/18/18	Original Adoption: 1/27/04 Revised/Reviewed: 10/26/18 Effective: 12/18/18

The Milwaukee Area Technical College District Board and administration believes that financial support of the college activities and events through Corporate Sponsorships is appropriate. Corporate Sponsorships are vehicles of public-private partnership to provide resources to support students and the needs of MATC's district.

To ensure the integrity of MATC's mission and purposes, sponsorship relationships shall be managed in accordance with the guidelines listed below. This policy does not apply to MATC's Public Television Stations and student media, including the MATC Student Newspaper, The Times.

1. If sponsorship is to be exclusive for a particular product or business service category, the sponsorship must be publicly procured following MATC's procurement guidelines (bid, RFP, quote, etc.) through MATC's Purchasing Department, and may deviate from guidelines described here, as delineated in formal agreement with sponsor, and as approved by the MATC District Board.
2. Non-exclusive sponsorships need not be publicly procured but must be available at a standard sponsorship amount by product or business service category and documentation must be provided that all other known qualified vendors in that category have been offered an opportunity to participate on a non-exclusive basis.
3. Recognition of sponsorship is a public expression of appreciation for the sponsorship; however, such recognition may not be in the form of providing advertising or business services to the sponsor.
4. Unless otherwise agreed, recognition of sponsorship grants no right to the sponsor to engage in sales on the campus or to solicit sales on the campus.
5. Acknowledgement of sponsorship must not imply MATC endorsements of the sponsor's product or services.
6. Unless otherwise agreed, acknowledgement of sponsorship must not make use of MATC's name other than through a separate licensing agreement authorizing such use.

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7. Acknowledgement does not grant a right to the sponsor for the display of its products or services at the event or activity.

Where a sponsorship agreement includes naming rights, exterior and interior signage the will be designed in a manner that is consistent with the college's branding and signage guidelines.

Administration of this policy statement and the establishment of procedures for its implementation are assigned to the Vice President of Advancement and Communication and the Vice President of Finance, who must both be consulted prior to soliciting a sponsor or sponsors for an event. The terms of any sponsorship must be specified in a written agreement signed by the event sponsor and the authorized representative of the department or organization. The signed agreement will be sent to the Vice President, Finance for final approval.
