



# UNIVERSITY OF ARKANSAS

## Community Event Sponsorships (including Table Purchases) – Guidelines

*Summary: 1) All sponsorships, regardless of the amount, must be submitted through a central portal managed by VCAD; 2) only those exceeding \$5,000 are reviewed/approved by a committee, unless multiple units have requested the same event and the sum of those tables totals more than \$5,000; and 3) Any sponsorships greater than \$15,000 are reviewed by executive committee.*

Definition: “Sponsorship” means financial or in-kind support provided to external events that:

- are aligned with the University’s mission and goals and with those of its units;
- are generally relevant across the University;
- enhance the quality of life in the local community; and
- increase awareness about the UA and its units and benefit their reputation.

### Overview

The University has a practice of providing in-kind support or table sponsorships (and similar financial support) for certain external events that are aligned with the University’s mission of teaching, research, service and outreach. Such sponsorships help demonstrate the University’s support for the community and help foster awareness of the institution and its units and enhance their reputation.

This guideline is intended to foster a coordinated approach to such sponsorships in order to promote good stewardship of resources, foster strategic decisions based on University priorities, encourage collaboration and cost-sharing, and ensure consistent recognition of the University.

### Funding Guidelines

Sponsorship support should generally be directed to events supporting the University’s core goals: teaching and learning; research and discovery; and outreach and engagement.

There is no central fund for institutional sponsorships.

Units must take care to ensure that sponsorships are paid for from permissible sources of funds.

All sponsorships at any level must be reported to the Office of the Vice Chancellor for University Advancement (VCAD) for tracking, communication and coordination on an annual basis. Table purchases are considered sponsorships.

All sponsorships exceeding \$250 in value (whether in-kind or through direct financial support) shall require approval by budgetary unit authority including dean, vice chancellor, or other senior University official.

Requests for sponsorships whose total exceeds \$5,000 must be approved by a Sponsorship Committee comprising three offices, convened by the VCAD consisting of Provost, VCAD, and VC Governmental Relations.

A request by a unit for any sponsorship whose total equals or exceeds \$15,000 requires approval by the Executive Committee, following review by the Sponsorship Committee as described below.

If multiple units participate in related sponsorships such that the combined total of their support exceeds \$5,000, the sponsorships must be approved by the Sponsorships Committee. Related sponsorships with a combined value exceeding \$15,000 require of approval by the Executive Committee, following review by the Sponsorships Committee.

### Procedures

Units will submit requests for event sponsorships of any amount to Advancement's Office of Special Events by sending email to [spev@uark.edu](mailto:spev@uark.edu), in a timely fashion, and ideally not less than 14 days before the sponsorship event prior to making any commitments. Special circumstances will be considered.

Sponsorship requests that exceed a combined commitment of \$5,000, either individually or when combined with related sponsorship by other units, must be approved by the Sponsorships Committee. Proposed sponsorships exceeding \$5,000 must be accompanied by a brief summary of event details, including number of tables/seats to be purchased; branding and engagement strategy (i.e., how the University's name and logo and/or individual unit names and logos will be displayed and other sponsor recognition); list of proposed guests (by category if not by name); anticipated impacts of the sponsorship event; and plans for follow-up to ensure events are leveraged for the good of the University of Arkansas and our relationships with external stakeholders. The Sponsorships Committee may request additional information or clarification if needed.

For events whose sponsorship equals or exceeds \$15,000, the Sponsorships Committee will advance acceptable requests (those meeting the criteria) to Executive Committee for further review and approval.

Units will receive prompt feedback once requests have been reviewed.

A database of current, planned, and past sponsorships will be maintained and shared for tracking, collaboration, and purposes for sorting by fiscal year.

See Appendix below:

Review process at a glance:

Value of request(s)	Process
$\geq \$15,000$	<ol style="list-style-type: none"><li>1. Review by Sponsorship Committee to determine if sponsorship meets criteria outlined above.</li><li>2. If it meets criteria, committee refers to Executive Committee.</li><li>3. If approved, Sponsorship Committee signals approval to unit.</li></ol> <p><i>Reported to VCAD? YES</i></p> <p><i>Include summary of event? YES</i></p> <p><i>Reviewed by Sponsorship Committee? YES</i></p> <p><i>Reviewed by Executive Committee? YES</i></p>
$< \$15,000$ but $\leq \$5,001$	<ol style="list-style-type: none"><li>1. Review by Sponsorship Committee to determine if sponsorship meets criteria outlined above.</li><li>2. If sponsorship meets criteria, Sponsorship Committee signals approval to unit.</li></ol> <p><i>Reported to VCAD? YES</i></p> <p><i>Include summary of event? YES</i></p> <p><i>Reviewed by Sponsorship Committee? YES</i></p> <p><i>Reviewed by Executive Committee? NO</i></p>
$\leq \$5,000$ but $< \$1,001$	<p>Sponsorship must be reported to VCAD. No central review necessary – <i>unless</i> multiple units' participation results in a larger single sponsorship requiring review at levels above. However, if value of sponsorship is greater than \$250, it requires approval of Dean, Vice Chancellor, or other senior University official.</p> <p><i>Reported to VCAD? YES</i></p> <p><i>Include summary of event? NO</i></p> <p><i>Approved by Budgetary Unit authority? YES</i></p> <p><i>Reviewed by Sponsorship Committee? YES</i></p> <p><i>Reviewed by Executive Committee? NO (Unless multiple sponsorships total more than \$5,000.)</i></p>

≤ \$1,000 but < \$250

Sponsorship must be reported to VCAD. No central review necessary – *unless* multiple units' participation results in a larger single sponsorship requiring review at levels above. However, if value of sponsorship is greater than \$250, it requires approval of Dean, Vice Chancellor, or other senior University official.

*Reported to VCAD? YES*

*Include summary of event? NO*

*Approved by Budgetary Unit authority? YES*

*Reviewed by Sponsorship Committee? NO (Unless multiple sponsorships total more than \$1,000.)*

*Reviewed by Executive Committee? NO*

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