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Corporate Relations and Marketing

27 July 2023

MEMO

Sponsorship Application and Evaluation process

1. Purpose

This document serves as a process guide for evaluating and awarding sponsorship requests made to North-West University (NWU) to ensure that every sponsorship aligns with the NWU's strategy and generates mutual benefit for both the sponsored party and the NWU.

This process will help to ensure that sponsorships align with the NWU's mission and provides value to our partners and the broader community and will ensure that these activities are coordinated and documented.

Sponsorships are mainly the responsibility of Corporate Relations and Marketing (CRM) and administered through Marketing and Student Recruitment therefore this document aims to coordinate the process if any other section within the NWU wants to pay a sponsorship amount to an external party.

The applicable policies that apply are the Brand Policy and the Financial Policy.

This will include all sponsorships irrespective of the amount.

Clear distinction should be made between donations and sponsorships as there is a different approval level for donations. Funds paid to any party without any responsibility on that party towards the NWU or benefit to the NWU is a donation and not a sponsorship.

Definitions:

Sponsorship: means payment of an amount of money, assets or services to or on behalf of the university to receive advertising and other exposure in return, with terms and conditions attached thereto.

Donation: means the giving of a gratuitous amount of money, assets, or services to or on behalf of the university without a contractual counter obligation attached thereto

2. Who can apply for a sponsorship?

To be considered for a sponsorship, the applicant/requester must:

- Be a registered entity (non-profit organisation, educational institution, a department, business, committee, sub-department at the NWU or an individual).
- The requester should have a proven track record, in good standing and reputation in their respective fields.
- The sponsorship request should align with NWU's strategic direction and core values.

3. Application Process

A request for sponsorship should be submitted in writing well in advance before the required funding date.

Requests should include a proposal outlining the purpose of the sponsorship, expected outcomes, and how the NWU will benefit.

All applications should be emailed to Jo-Anne Meyers at JoAnne.Meyers@nwu.ac.za who will escalate it to the Director: Marketing and Student Recruitment in CRM.

Feedback will be provided within 2 working days (48 hours) after the request was received.

This will ensure that a database of all applications will be kept for reporting purposes, that sponsorships are aligned to the NWU's strategic objectives and that activities are coordinated.

4. Coordination

To ensure that the achievements align with NWU's strategic objectives and the intended purpose of the sponsorship the following directives should be followed:

- **Sponsorship Return on Investment (ROI) approval:** The ROI that the requesting party proposes to achieve through the sponsorship must be approved by CRM. These achievements include aspects such as the estimated amount of exposure the NWU will receive that can translate into awareness, the number of people reached, alignment to NWU values, and milestones and accomplishments achieved that are directly related to the use of the sponsorship.
- **Brand Use Approval:** Any use of the NWU's Brand, name, logo, or any other identifying marks must be approved by the Marketing and Student Recruitment Department in CRM (as indicated in the Brand Policy). A detailed proposal must be submitted indicating how, where, and when the North-West University brand will be used. This is to ensure that the brand is used appropriately and in a way that aligns with the NWU branding guidelines and the Corporate Identity Manual.
- **Availability of Funds:** While CRM approves the sponsorship in terms of alignment with the NWU's strategic objectives and potential ROI, it is the responsibility of the requesting department to ensure that the necessary funds are available for the sponsorship.
- **Internal Approvals:** Any sponsorship request must receive the necessary internal approvals with at least sign-off at director's level in the respective department. This is to ensure that the sponsorship request aligns with the department's strategic objectives.

5. Evaluation Criteria

When evaluating sponsorship requests, the following will be considered:

- **Relevance:** The request should align with the NWU's strategic objectives and target audience.
- **Impact:** The sponsorship should have the potential for a meaningful impact in terms of reach and awareness either locally, nationally, or globally.
- **Visibility:** The NWU should receive sufficient visibility and recognition as part of the sponsorship.
- **Value:** The benefits of the sponsorship to the NWU should outweigh or equal the cost of the sponsorship.
- **Capacity and Capability:** The requesting party should have a proven record of effectively managing sponsorships and funds and report on the activities of the event (to be shared to Marketing and Student Recruitment in CRM afterwards).
- **Coordination:** The sponsorship should enhance existing involvement and/or grow awareness but not duplicate existing sponsorships of the NWU.
- The internal requesting party should ensure that there is no conflict-of-interest according to subsection 34(5) of the Higher Education Act.
- The sponsored party should submit a project closure report to the internal NWU party within three weeks after the completion of the event/activity. The internal party should share such report with CRM Marketing and Student Recruitment for record keeping, reporting, and any potential audit.

6. Sponsorship Agreement

For every sponsor, a sponsorship agreement should be compiled outlining the roles, responsibilities, and benefits of all parties. This will include:

- Detailed description of the sponsorship.
- Specific benefits to the NWU, including visibility, impact metrics, and any other benefits agreed upon.
- Terms of payment with banking details and requirements for invoicing.
- Reporting and accountability measures.
- If not a once off sponsorship, the terms of termination should be specified.
- For small once off amounts (below R5 000) a very short summary document containing the information above will suffice and a signed agreement is not necessary. It should still be authorised by the director or higher in the relevant section.

7. Exclusions

The NWU generally does not provide sponsorships for:

- Political organisations or activities.
- Organisations or activities that conflict with the NWU's policies, values, or mission.
- Activities that have the primary purpose of promoting a product or brand.
- Activities where liquor and tobacco are involved.
- Donations cannot be handled as bursaries or sponsorships.

8. Final agreement

- The final authorisation document should include the KFS (Kuali Financial System) document.
- Approval from Corporate Relations and Marketing should be attached to the KFS document.
- Approval from the director or higher in the relevant section should be attached to the KFS document or the KFS document should be ad hoc routed to the relevant director or higher.
- Feedback should also be forwarded to CRM for the purpose of reporting on all NWU sponsorships.
- Marketing and Student Recruitment in CRM will keep a digital register of all sponsorships.

Please note: All decisions made by the NWU in respect of any sponsorship request are final and cannot be appealed.



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Corporate Relations and Marketing

Sponsorship Application

Name of applicant/requester				
In my capacity as:				
Company/entity/department				
Date:				
Short description of purpose expected outcomes, and benefits towards NWU. (Attach full proposal)				
Brand use (Describe how the NWU brand will be used)				
Internal approval signoff by Executive Director/ Director/ Dean			Signature	Date
Terms of payment if approved	Banking Details/Cost string		Sponsorship amount	
			R	
Project closure report to be submitted on:			Date:	
Final approval	Yes	NO	Director: Marketing and Student Recruitment	Signature
			Date:	

Email completed form to Jo-Anne Meyers - JoAnne.Meyers@nwu.ac.za