

Board of Trustees of the Nebraska State Colleges

Business and Finance

POLICY
NAME: Sponsorships

POLICY
NUMBER: 6405

A. PURPOSE

To provide the parameters of College sponsorship agreements.

B. DEFINITIONS

1. **Sponsorship** – A form of financial support provided by a business or organization to the College in exchange for promotional benefits that are mutually beneficial. Sponsors provide financial assistance or in-kind services and in return they receive advertising visibility, or other promotional advantages. Sponsorship agreements are unique from grants which are outlined in Policy 6704.

C. POLICY

1. Sponsorships

The Board recognizes that many College activities provide potential sources of revenue or other in-kind benefits through legitimate and worthwhile opportunities for sponsorships.

1.1. Sponsorship Payment

The Colleges must have a written agreement with a sponsor to receive payment in support of College activities and provide reciprocal benefits to the sponsor. College activities may include, but are not limited to, academic related events, athletic events, performances, presentations, equipment, radio station operations and camps. The reciprocal benefits must be in accordance with IRS regulations for qualified sponsorships. Any printed or verbal acknowledgements are limited to the sponsor's name, contact information, regularly used logo and slogan, and/or neutral product or service descriptions. A qualified sponsorship agreement expressly excludes price information, qualitative/comparative statements, calls to action, or displays in regularly printed materials not connected with a specific event. All sponsorships shall:

- Be qualified sponsorship payments in accordance with the definition provided in this policy;

- Have an appropriate financial commitment on the part of the sponsor in order to offset any administrative burden and/or expense associated with the sponsorship;
- Comply with all other policies of the Board;
- Not unduly advance the interests of one non-College entity or organization over another;
- Be conducted in a manner consistent with the NSCS mission and values; and,
- Reflect positively on the College and the NSCS.

1.2. Sponsorship Revenue

Revenue from sponsorships shall be deposited in the appropriate accounts in the College's cash funds. One exception to this is that sponsorship revenue designated by the College for student scholarships shall be deposited in or transferred to the College's Trust Funds and shall only be used for student scholarships.

1.3. Sponsorship Advertising Locations

Sponsorships are not appropriate on recruitment materials, student communications related to academic programming, course catalogs and course schedules, or on the College landscapes or buildings. The only exception is the recognition of a sponsor in an athletic facility.

1.4. Chancellor Approval

Sponsorships for the following shall not be considered without prior written approval from the Chancellor:

- Sponsorships that involve facilities where there are outstanding tax-exempt bonds or that are a part of any tax-exempt refunding bonds; and
- Sponsorships related to revenue bond facilities, operations, or activities.

1.5. Sponsorship Oversight

- Each College is responsible for administration and implementation of its sponsorship agreements and all agreements shall be administered in accordance with their terms and consistent with this policy. The President is responsible for communication to the College regarding any College-wide exclusive sponsorships.
- All sponsorship agreements must be reviewed by the Vice President for Administration and Finance and shall be signed by the President or Vice President for Administration and Finance. Sponsorship agreements shall be reported to the Board if the total value of the Sponsorship is more than \$25,000 for the term of the agreement.

FORMS/APPENDICES:

None

SOURCE:

Policy Adopted: June 2017

Policy Revised: February 2022, September 2022, April 2024