




DOCUMENT TYPE	P	
ADMINISTRATIVE	5	
MARKETING & ENGAGEMENT / DEVELOPMENT	7	
MARKETING & ENGAGEMENT	3	
NUMBER	005	Policy Database Document Reference Number 573005P

OUT-GOING SPONSORSHIP POLICY

Purpose/ objectives	<p>The purpose of this policy is to ensure a governance framework for the University's outgoing sponsorship agreements which :</p> <ul style="list-style-type: none"> ▪ Enhances La Trobe University reputation both locally, nationally and internationally ▪ Builds and enhances brand awareness in the University's key target markets ▪ Creates recruitment opportunities for undergraduate, postgraduate and research prospects ▪ Reinforces our position as a leading teaching, learning and research University ▪ Develops strong relationships with the University's communities <p>The policy objectives are to:</p> <ul style="list-style-type: none"> ▪ Coordinate the University's sponsorship arrangements ▪ Ensure that the University enters into suitable sponsorship arrangements ▪ Ensure sponsorships have measurable outcomes ▪ Understand the value of the sponsorship and ensure the University maximises its opportunities to leverage off these agreements
Scope/ Application	<p>The out-going sponsorship policy applies to:</p> <ul style="list-style-type: none"> • All La Trobe University campuses, faculties and divisional units participating in sponsorship activities. • Any out-going sponsorship that is providing La Trobe University funds or 'in kind'/non-financial support
Policy Statement	<p>The reputation and image of La Trobe University is influenced by the relationships the University enters into. Out-going sponsorships are activated to build, maintain or enhance the reputation and brand of the University. Sponsorships will improve recruitment opportunities for the University, enhance our reputation in the areas of teaching, learning or research or improve our relationship with the University's communities.</p> <p>Out-going sponsorships should have clear ownership and management. Sponsorships must have approved agreement terms and activities must be regularly reviewed and measured.</p> <p>Sponsorships can be managed and funded by any faculty or division of the University. They must adhere to the approved University guidelines and if the agreement is over \$2 000 it must be signed off by the Executive Director Marketing and Engagement, DVC (IFS) or the Vice-Chancellor (as specified in the Guidelines). Marketing and Engagement keep a central database of all University agreements so they must be informed of any sponsorship arrangement.</p>
Supporting Procedures	Guidelines for Out-going Sponsorship

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Responsibility for implementation	<p>Deputy Vice-Chancellor (International and Future Students) and the Executive Director, Marketing and Engagement - overall responsibility for implementing sponsorship policy.</p> <p>Associate Director, Marketing and Promotions - communication, development and maintenance of sponsorship policy and guidelines as well as sponsorship register</p> <p>Faculty Deans/Divisional Heads - implementing this policy within their Faculties and Divisions.</p> <p>Any member of staff who enters into an out-going sponsorship agreement must implement this sponsorship policy.</p>
Responsibility for monitoring implementation and compliance	<p>Executive Director, Marketing and Engagement and Associate Director, Marketing and Promotions are responsible for monitoring implementation of policy and compliance of out-going sponsorships.</p> <p>Faculty Deans/Divisional Heads must ensure faculty or school sponsorships are compliant.</p>
Status	New . Approved by Senior Management Committee on 29 May 2009, SMC09/17(M), Minute 3.4
Key stakeholders	<p>Executive Director, Marketing and Engagement</p> <p>Associate Director, Marketing and Promotions</p>
Approval Body	Senior Management Committee.
Initiating Body or person(s)	Marketing and Engagement
Definitions	Out-going sponsorship refers to a commercial agreement between La Trobe University and a sponsored organisation. The sponsorship may involve La Trobe's support of an individual program/event or of an on going activity. It may involve a financial commitment or in kind.
Related legislation	
Related Policy and other documents	<p>La Trobe University Strategic Plan</p> <p>Guidelines for Out-going Sponsorship</p> <p>Brand Style Guide</p>
Date Effective	29 May 2009
Next Review Date	31 December 2012

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Keywords	Sponsorship
Owner/Sponsor	Associate Director, Marketing and Promotions
Author	Associate Director, Marketing and Promotions
Contact person or area	Associate Director, Marketing and Promotions