

Section:	III.2.4	
Title:	Sponsorships and other Support of External Non-profit Organizations or Programs	
Effective Date:	May 3, 2018	
Approved By:	President	
Responsible Unit:	College Advancement (609) 771-2393; advancementsservices@tcnj.edu	
Related Documents:		
History:		
<u>Version</u>	<u>Date</u>	<u>Notes</u>
1.0	May 3, 2018	New Policy; Initial Release

I. INTRODUCTION

The College of New Jersey (“TCNJ” or the “College”) often receives requests from external community organizations for monetary or other support. In some instances, the College supports activities that may benefit the external organizations for purposes of community involvement, relationship building, student recruiting, marketing and brand visibility. Examples of support may include the purchase of tickets or tables at an event, memberships to an association or organizations, or other sponsorships of community events. This allows College personnel, volunteers or community partners to attend these events to represent the College. The College also considers in-kind support for external organizations, providing them with items such as TCNJ t-shirts and book bags. The College seeks to maximize the benefits of its external contributions, provide reasonable consideration to groups requesting support, and centrally track the funds and services provided to these organizations. Professional membership organizations are not covered under this policy.

In all cases, external support must be conducted in a manner consistent with applicable State ethics requirements, the College’s mission and values. The protection of the reputation, assets, and image of the College is imperative. This Sponsorships and other Support of External Non-profit Organizations policy (“Policy”) establishes processes and provides guidance to the College and its schools, divisions, offices, and departments (collectively “Units”) and staff seeking to sponsor or otherwise support such organizations or organization events.

II. DEFINITIONS

Donation - A monetary or in-kind contribution to a Program or Recipient with no expectation of compensation or reciprocation.

Foundation Funds – Non-state discretionary funds received as philanthropic support by the TCNJ Foundation (“Foundation”) for the benefit of the College to advance the College’s mission and reputation as a nationally recognized public institution.

In-Kind Contribution – A Donation of goods or services in lieu of a monetary contribution.

Program – A Recipient program, project, organizational event, or other activity supporting the Recipient mission or cause.

Recipient – A not-for-profit, external (non-TCNJ) organization that is (or, has requested to be, or is intended to be) the recipient or beneficiary of a College Donation or Sponsorship

Sponsorship - A Donation in support of a Program. Generally, the College receives benefit from its Sponsorship in the form of advertisement in a program book, recognition at or in connection to the Program, and/or a specified number of tickets to or a table at the Program.

III. POLICY

a. Authority and Coordination

- i. The President has charged the Vice President for College Advancement (“VPCA”) with coordinating the College's support of Programs. The College will direct principal support to those Programs that align with the College's mission and vision, and maintain TCNJ’s commitment to being a “good institutional citizen.”
- ii. Sponsorships may be purchased with appropriate Foundation Funds by College Units with the approval of the cabinet officer overseeing that Unit. All other requests for Sponsorship or Donation are to be coordinated through the VPCA to ensure that these requests receive proper consideration, and if approved, determine the appropriate levels of financial support and arrange for College representation at the events.

b. General Policy

- i. The VPCA will annually request a budget line within the TCNJ Foundation operating budget for institutional support of external community events and causes. Units may also budget to support and

sponsor such events from their restricted TCNJ Foundation accounts, subject to the guidelines of this policy. Neither public funds nor state-funded resources may not be used to for Donations to Recipients or Sponsorships of Programs. No funds or resources, whether state or non-state, may be used for Donations or Sponsorships for for-profit recipients or programs.

- ii. The VPCA will review and evaluate all requests for support of the College and Foundation on an ongoing basis. All requests will be evaluated according to criteria and priorities set forth in this Policy. Individual College Units intending to provide a Donation or Sponsorship to a Program or Recipient must notify the VPCA to promote coordination and alignment of philanthropic activities across the College.
- iii. When appropriate, the VPCA will seek opportunities for co-sponsorship by one or more College Units.
- iv. When necessary, the VPCA will contact Recipients to obtain additional information in consideration of their request (e.g., Program purpose, estimated attendance, past TCNJ support, marketing/promotional opportunities for TCNJ).
- v. For approved Sponsorships, the VPCA will follow up with the appropriate Unit(s) in order to process and/or ensure payment of the Sponsorship.
- vi. The VPCA will work with the President's Office to determine the allocation of tickets or seating at Programs and will also consult with other Units providing Sponsorships to assure appropriate College representation at Programs.
- vii. The VPCA will work with the President's Office to ensure that the College receives all of the benefits included with sponsorships (i.e., advertisements, acknowledgements, tickets, special access), and will likewise monitor the same with College Units.
- viii. The VPCA will coordinate all correspondence from the President's Office to Recipients regarding approved or declined requests for support. Other Units will be responsible for responding to requests for Sponsorships they receive from Recipients.

c. Sponsorship Criteria

- i. The College may evaluate potential Sponsorships on a range of criteria, which may include the Recipient's ethical, environmental, and corporate social responsibility; its local, national, and global position; its brand reputation and values; its public perception of such; its historic performance upholding these standards; and, its history with the College. The College reserves the right to deny a requested Sponsorship based on the lack of alignment with the College's mission and core values.

d. Sponsorship Levels and Other Support

- i. In general, Sponsorships will not exceed \$1,500.00 for any Program or Recipient per academic year. The VPCA may authorize a larger amount if a compelling business case can be made to support the request.
- ii. If a Sponsorship includes the benefit of an advertisement in journals and other promotional materials, print and digital, then the advertisement must adhere to TCNJ graphic standards. Approval of copy and visuals must be secured from the Office of Communications, Marketing and Brand Management.
- iii. The purchase of tickets to Programs is generally limited to two tickets per event. Purchase of entire tables is generally discouraged and requires the approval of the VPCA.
- iv. The VPCA or designee will track all requests for College Sponsorship.

e. Chamber of Commerce and Non-Profit Organization Memberships

- i. Institutional membership in local, regional and statewide Chambers of Commerce is encouraged and can provide visibility and contacts beneficial to the College. Membership is limited to College personnel who have a business reason to participate and can best represent the College. All such memberships require review and a recommendation to join by the VPCA and subsequent approval by the President.
- ii. College employees are occasionally recruited to serve as officers or board members of non-profit organizations. In most cases this should be considered a personal decision subject to approval of the supervisor and Ethics Liaison Officer. However, Foundation Funds

may not be used to pay fees and expenses associated with such positions. The individual may petition the VPCA for an exception, but those will be considered and granted at the discretion of the VPCA only in the rarest of instances.