

# Outgoing Sponsorship Policy

## Section 1 - Background and Purpose

(1) The purpose of this Policy is to ensure a governance framework for the University's outgoing sponsorship agreements which:

- a. enhances La Trobe University reputation both locally, nationally and internationally;
- b. builds and enhances brand awareness in the University's key target markets;
- c. creates recruitment opportunities for undergraduate, postgraduate and research prospects;
- d. reinforces our position as a leading teaching, learning and research University;
- e. develops strong relationships with the University's communities.

(2) The Policy objectives are to:

- a. coordinate the University's sponsorship arrangements;
- b. ensure that the University enters into suitable sponsorship arrangements;
- c. ensure sponsorships have measurable outcomes;
- d. understand the value of the sponsorship and ensure the University maximises its opportunities to leverage off these agreements.

## Section 2 - Scope

(3) The Policy applies to:

- a. all La Trobe University campuses, schools and divisional units participating in sponsorship activities;
- b. any out-going sponsorship that is providing La Trobe University funds or 'in kind'/non-financial support.

## Section 3 - Policy Statement

(4) 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.

(5) Out-going sponsorships should have clear ownership and management. Sponsorships must have approved agreement terms and activities must be regularly reviewed and measured.

(6) Sponsorships can be managed and funded by any school 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 Chief Marketing Officer, or the Vice-Chancellor (as specified in the [Out-Going Sponsorship Guidelines](#)). Marketing and Engagement keep a central database of all University agreements so they must be informed of any sponsorship arrangement.

## Section 4 - Procedures

(7) Refer to [Out-Going Sponsorship Guidelines](#).

## Section 5 - Definitions

(8) For the purpose of this Policy:

- a. 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.

## Status and Details

<b>Status</b>	Current
<b>Effective Date</b>	29th November 2016
<b>Review Date</b>	1st April 2017
<b>Approval Authority</b>	Vice-Chancellor
<b>Approval Date</b>	27th November 2016
<b>Expiry Date</b>	Not Applicable
<b>Responsible Policy Officer</b>	Mark Engel Chief Marketing Officer +61 3 94793356
<b>Author</b>	Mark Engel  +61 3 94793356
<b>Enquiries Contact</b>	Marketing and Recruitment 03 9479 3386