



Documenting Sponsorships at the University of Alberta

How to complete this document:

Use the Sponsorship Agreement template

Areas on template that are highlighted should be tailored to your sponsorship.

Section I. The Term

- Identify the term that the sponsorship will be in place.

Section II. Sponsorship Rights

- State purpose of sponsorship and/or event it's associated with.
- List all individual sponsorship recognition components associated with the sponsorship (examples are provided on the template).

Sections III & IV. Trademark & Logo Use; Agreement Processing Information

- These sections are to remain unchanged.

Section V. Notices

- Include your contact information and that of the sponsor as directed.

Sections VI. & VII. Termination & Miscellaneous

- These sections are to remain unchanged.

Who should sign the Sponsorship Agreement?

Under the Contract Signing Authority Policy, the Dean or Vice-President responsible for the event/initiative that is being sponsored must sign the Sponsorship Agreement.

IMPORTANT NOTE: A sponsorship agreement should be completed for any sponsorship over \$5,000, and/or are multi-year pledges of support.



Sponsorship Agreement Checklist:

- Customize and complete all relevant sections of the Sponsorship Agreement template (areas that are highlighted).
- Forward copy of your DRAFT Sponsorship Agreement to the Office of the Recording Secretary via Donation Tracker on Knowledge Net and the Director of Marketing, Development and Demand Generation their review and approval.
- Secure the appropriate internal and external signatures to finalize this document.
- Present copy of the completed and signed Sponsorship Agreement to the sponsor.
- Forward all marketing materials to Director of Marketing, Development and Demand Generation for review and approval prior to printing and/or publication.