



Sponsorship Checklist

This checklist includes the basic points that you will need to discuss and agree upon before entering into a successful sponsorship arrangement.

Vision:

- Is there an agreement between both parties that the sponsorship would be the beneficial for both parties and the community?
- Do you both share a number of goals, aspirations or philosophies as part of your operations?
- Is there a set of agreed-upon sponsorship objectives in place?
- Do you both agree on the issue the sponsorship will aim to address? Do you both agree the proposed sponsorship is focused on addressing that issue?
- Does the proposed sponsorship meet the University's criteria outlined in the University's sponsorships policy?

Attitudes:

- Are you both willing to put in the time, effort and resources to make the sponsorship successful, ensuring deadlines are met and goals achieved?
- Does each group know what the other does and what it aims to do?
- Does each group trust the other's capabilities, commitment and professionalism when it comes to the prospective sponsorship?
- Are you both flexible enough to change or alter the scope of the sponsorship and its aims, if necessary?

Planning:

- Have you completed a sponsorship agreement, which outlines how the sponsorship will function, and how its progress will be charted?
- Are the appropriate insurances in place and has proof of insurances been provided?
- Is there an understanding about who has to be present if an emergency meeting is called in relation to the sponsorship, and what that meeting would have the authority to do?
- Have you both settled on the person or people who will speak publicly/to the media to help generate good publicity for the sponsorship? Is there also agreement on who will speak publicly or to the media if problems or a crisis arises?
- Have you both agreed on an "out-clause", or a set of conditions that would spell the end of the planned sponsorship?
- Are arrangements for the end of the sponsorship agreed?

Responsibilities:

- Do you both know your responsibilities in the prospective sponsorship, and are you both comfortable with them?
- Do you both know each other's roles and responsibilities in your planned sponsorship, and do you both agree?
- Is there a mutually agreed way of reporting on whether both parties are meeting their responsibilities, and a procedure if one of the parties does not meet its responsibilities?
- Is there a mechanism to formally alter the responsibilities should that be required?