

## SPONSORSHIP SOLICITATION CHECKLIST

### SPONSORSHIP DEFINED

**Sponsorship occurs when an entity supports the cost of a charity's program, project, or event, and in return, the charity advertises or promotes its brands, products, or services.**

### SUBMISSION INFORMATION

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Department/Group Name: \_\_\_\_\_

PLEASE ANSWER QUESTIONS 1-6. FILL OUT THE COMMENTS BOX ON PAGE 2 (if needed).

1. Have you done this specific sponsorship solicitation in the past? (I.e. Is this an annual solicitation?)  
☐ YES ☐ NO

2. Do you have a letter or a package that outlines sponsorship benefits based on levels of support?  
☐ YES ☐ NO

*If you selected YES, please attach the documentation to the email generated when you submit.  
Omit boxes 3 and 4 if package outlines these details.*

3. Please provide a description of the Sponsorship you will be soliciting.

4. What will be the benefits, advantages, and recognition you plan to offer the potential sponsor(s)?

5. Who do you plan to ask and how do you plan to approach them?

6. Do you have a Continuing Education project set up? ☐ YES ☐ NO

*If yes, what is the Project Number or Speedcode ? \_\_\_\_\_*

ADDITIONAL COMMENTS OR INFORMATION

***PLEASE EMAIL THIS DOCUMENT TO [SPONSORSHIPS@UWO.CA](mailto:SPONSORSHIPS@UWO.CA)***

*A member of the Advancement Operations Finance Team will respond within  
2-3 business days advising you of the next steps.*

## FOR ADVANCEMENT OPERATIONS USE ONLY

1. Has this sponsorship previously been reviewed? ☐ YES ☐ NO  
*If YES, have any changes been made?* ☐ YES ☐ NO
2. Is this Western Sponsorship Funding? ☐ YES ☐ NO
3. Questions to determine if DRS needs to be involved:
  - a. Will it establish a new endowment? ☐
  - b. Will it establish a new named expendable project? ☐
  - c. Will it require a matching fund commitment from the University? ☐
  - d. Will it offer a new naming opportunity (excluding renewals)? ☐
  - e. Will it require additional University approvals, prescribed recognition and/or reporting? ☐
  - f. Is the Sponsorship valued at \$50,000 or more? ☐
4. Has Clearance been obtained for prospective Sponsors? ☐ YES ☐ NO

### COMMENTS

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## FOR WESTERN FINANCIAL SERVICES USE ONLY

1. Are there HST implications? ☐ YES ☐ NO

### COMMENTS

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## FINANCE APPROVALS

The final sponsorship solicitation documentation (package or letter) has been reviewed and approved by:

- |   |                 |             |
|---|-----------------|-------------|
| • Advancement Operations Finance <input type="checkbox"/> | Approver: _____ | Date: _____ |
| • Western Financial Services <input type="checkbox"/>     | Approver: _____ | Date: _____ |