

SPONSORSHIP PROCESS

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.

PROCESS STEPS

The process below outlines the steps required when soliciting sponsorships at Western University.

1. Consult [MAPP 1.12 Advertising and Commercial Activity Policy](#).
2. Ensure any required Departmental Approvals are obtained before moving forward (requirements based on Unit).
Note: Certain sponsorship events may require agreements with the sponsor to meet accreditation requirements. The department should confirm with the respective accreditation office regarding this.
3. Complete the [Sponsorship Solicitation Checklist](#) and submit to sponsorships@uwo.ca.
4. University Advancement will review the Checklist (and any sponsorship documentation already provided) and advise on next steps based on the outcome of the review. One of the following two outcomes may apply:
 - a. If it is not considered a Western Sponsorship this process has finished, and you must proceed adhering to [MAPP 2.2 Fundraising and Canvassing](#)
 - b. If it is categorized as Western Sponsorship, sponsorships@uwo.ca will support you through the rest of the process including:
 - Advising you on required Sponsorship Documentation and once received, reviewing that documentation to **ensure compliance with Western Policies, CRA, and HST Guidelines.**
 - Obtaining **required approvals** to proceed (on your behalf) based on MAPP 1.12
5. When sponsorships@uwo.ca confirms approvals have been obtained, you may proceed with soliciting the sponsorships.
6. Once you have secured sponsorships, contact sponsorships@uwo.ca to request an invoice (if applicable) and sponsor payment options.