**Documenting Sponsorships at the University of Alberta**

Sponsorship Agreements provide a concise and accurate summary of the agreed exchange and relationship between a sponsor and the university. These documents also provide a critical history of the sponsorship and assist in maintaining a comprehensive record of our corporate relationships.

**What types of sponsorships is this agreement template meant to cover?**

* Events or projects that will be taking place on a specific date or for a specific period of time.
* Sponsorships over $5,000.
* Sponsorships that span more than one year or more than one event, and will require multiple payments from the sponsor.

**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 length of time that the sponsorship will be in place and when it will expire.

**Section II: Sponsorship Rights**

* State the purpose of the sponsorship and/or the event it is associated with.
* List all individual recognition components associated with the sponsorship (examples are provided on the template). **IMPORTANT NOTE:** *Completion of all recognition items is the responsibility of the faculty or department signing the agreement.*

**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.

**Sponsorship Agreement Checklist:**

Customize and complete all relevant sections of the Sponsorship Agreement template (areas that are highlighted).

Forward a copy of your DRAFT Sponsorship Agreement to the Office of the Recording Secretary via Donation Tracker on Knowledge Net for their review.

Secure the appropriate internal and external signatures to finalize this document.

Present a copy of the completed and signed Sponsorship Agreement to the sponsor.

Forward a copy of your completed Sponsorship Agreement to the Office of the Recording Secretary so that the sponsorship can be recorded.

**EVENT/PROJECT NAME**

**SPONSORSHIP AGREEMENT**

THIS AGREEMENT made effective the \_\_\_ day of \_\_\_\_\_\_\_\_, 2013.

BETWEEN: [company name] (the “Sponsor”)

[Address]

AND: The Governors of the University of Alberta (the “University of Alberta”)

**WHEREAS** the University of Alberta’s Faculty of \_\_\_\_\_\_\_\_\_ operates and delivers the [event/project name] (the “[abbreviated event/project name]”);

**AND WHEREAS** the Sponsor wishes to support the [event/project name] and the University of Alberta wishes to acknowledge such support;

**NOW THEREFORE** in consideration of the promises contained herein, the parties agree as follows:

1. **Term**
   1. This Agreement shall be effective as of the date first written above and shall expire on [date], unless terminated earlier pursuant to the terms of this Agreement (the “Term”).
2. **Sponsorship Rights**
   1. The Sponsor wishes to support the [event/project name] by contributing $\_\_\_\_\_\_\_\_ to the University of Alberta according to the following payment schedule:

On or before [date] $\_\_\_\_\_\_\_\_\_\_\_

On or before [date] $\_\_\_\_\_\_\_\_\_\_\_

On or before [date] $\_\_\_\_\_\_\_\_\_\_\_

* 1. In consideration of the Sponsor’s support, upon receipt in full of the contributions listed above, the University of Alberta will:

1. Add the [company name] logo to all promotional materials related to [event/project name], including the [event/project name] University of Alberta website and promotional advertisement in print publications;
2. Recognize [company name] as a [sponsorship level] Sponsor in the [event/project name] annual report;
3. Etc. Ensure you list ALL recognition benefits you will be offering your sponsor.
4. **Trademark and Logo Use**
   1. Upon the request of the University of Alberta, [company name] will provide its approved branding and logo materials, and hereby consents to their use in all promotional materials related to their sponsorship of [event/project name]. The University of Alberta’s name and logo are registered trademarks with standards governing their use. The use of the University’s name or logo in conjunction with any [event/project name] requires prior written approval by the University of Alberta. The Sponsor is required to contact the Marketing and Communications, Office of the Vice-President (University Relations), to seek written approval to use the University’s name or logo in relation to this sponsorship. The University reserves the right to withdraw the use of the name or logo at any time with written notice to the Sponsor.
5. **Agreement Processing Information**
   1. Cheques can be made payable to the University of Alberta. A standard business receipt will be issued for said sponsorship in accordance with Canada Revenue Agency guidelines.
6. **Notices**
   1. Inquiries, the completed Agreement, cheques and any notices can be sent to the University of Alberta at:

[Faculty/Department contact information]

Notices can be sent to the Sponsor at:

[company name]

[contact information]

This contact information may be amended from time to time by notice in writing by the relevant party.

1. **Termination**
   1. Either party may, by notice in writing, terminate this Agreement upon 30 days’ notice if the other party breaches any of the provisions of this Agreement.
2. **Miscellaneous**
   1. Counterpart. This Agreement may be executed in counterparts and delivered by facsimile or electronic mail; such counterparts shall constitute the one and same instrument, and shall be deemed to be dated as of the date first above written.
   2. Governing Law. This Agreement shall be interpreted and construed in accordance with the laws of the Province of Alberta and the laws of Canada applicable therein and the parties hereby attorn to the jurisdiction of the courts of Alberta.
   3. Entire Agreement. This Agreement constitutes the entire understanding and agreement between the parties with respect to the subject matter hereof and supersedes any prior understandings between the parties whether oral or written, with respect to such subject matter.
   4. Indemnity. Each party to this Agreement shall indemnify and hold harmless the other party, its officers, directors, agents, employees, or volunteers from any and all claims, demands, actions and costs whatsoever that may arise out of, directly or indirectly, such indemnifying party’s performance of this Agreement or that of the indemnifying party’s officers, directors, agents, employees, or volunteers.
   5. Assignment. No party may assign this Agreement or any part of this Agreement, or any benefit, interest or obligation herein.
   6. FOIPP. The University of Alberta is a public body under the Freedom of Information and Protection of Privacy Act of Alberta. The Sponsor and the University of Alberta shall ensure that in implementing this Agreement, adherence is made to the requirements of the applicable privacy legislation and regulations.

IN WITNESS WHEREOF the parties hereto have caused this Agreement to be executed by their duly authorized representatives as of the date first written above.

**On behalf of On behalf of**

**The Governors of the University of Alberta [Insert]**

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print Name: [Dean/Vice-President] Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_