PROCEDURE FOR POLICY 1.12 – Advertising, Sponsorship and Promotional Activity

Governing Policy: Policy 1.12 - Advertising, Sponsorship and Promotional Activity

Sections: Purpose; Definitions; Scope; Procedure; Approvals; Documentation; Business Receipts; HST; Promotional Activity; Alcohol, Smoking, Vaping & Tobacco Use; Conflicts of Interest; Issuing Invoices and Depositing Funds; Solicitation Lists

Responsible Officer: Vice-President (Western Advancement) and Chief Communications Officer

Responsible Office: Western Advancement

Effective Date: February 5, 2026

Supersedes: (new)

I. PURPOSE

The purpose of this Procedure is to provide clear instruction on business relationships between the University and an Entity wishing to contribute financially and/or in-kind to the University in return for specified Acknowledgement or Advertisement. It also provides clear instruction between the University and an Entity wishing to provide a Promotional Activity where revenue or in-kind support is not contributed.

II. DEFINITIONS

The defined terms in this Procedure have the same meaning as in the MAPP 1.12 - Advertising, Sponsorship and Promotional Activity.

III. SCOPE

This Procedure applies to business relationships between the University and an Entity wishing to contribute, financially or in-kind, to the University in return for specified Acknowledgement or other promotional consideration.

IV. PROCEDURE

1. All Approvals

1.1. Anyone wishing to host a conference, event, sporting event, and/or similar activities on University property, where Advertisements, Acknowledgements, or other Promotional Activity is being promised and where this Policy applies must follow this Procedure.

1.2. The Advertising, Sponsorship and Promotional Activity Approval Form appended to this Procedure must be completed and submitted. This includes a description of the Advertisement, details related to the Acknowledgement, and/or a description of the Promotional Activity. Please submit the completed form:

1.2.1. For Advertising and Promotional Activity to: Western Communications at brand@uwo.ca .

1.2.2. For Sponsorship to: Advancement Operations within the Division of Western Advancement at sponsorships@uwo.ca.

1.3. All requests to solicit or approve Advertising or Promotional Activity will be forwarded to the Chief Communications Officer or their designate(s) for approval.

1.4. All requests to solicit or approve Sponsorship will be forwarded to the Vice-President (Western Advancement) or their designate(s) for approval.

1.5. Should the Chief Communications Officer or their designate(s) determine fundraising for the University could be compromised through solicitation or approval of Advertising or Promotional Activity, they will consult with the Vice-President (Western Advancement) or designate(s).

1.6. Should the Vice-President (Western Advancement) or their designate(s) determine University reputation could be compromised through solicitation or approval of the Sponsorship, they will consult with the Chief Communications Officer or designate(s).

1.7. Should the Vice-President (Western Advancement) or Chief Communications Officer or their designate(s) determine that business endeavours for Western's Housing department, Hospitality Services, and Retail Services could be compromised through solicitation or approval of Advertising, Sponsorship or Promotional Activity, they will consult with the Associate Vice-President, Housing & Ancillary Services or designate(s).

1.8. Should the Associate Vice-President, Housing & Ancillary Services, or their designate(s), determine that fundraising or University reputation

could be compromised through business endeavours in Western's Housing department, Hospitality Services, and Retail Services, they will consult with the Vice-President (Western Advancement) and/or Chief Communications Officer, or their designate(s).

1.9. Advertising and Sponsorship activity must be approved prior to solicitation of revenue or in-kind support.

1.10. The University and its faculties, departments, and units may determine rates for Advertising and Sponsorship, as appropriate, to generate revenue and cover costs associated with Advertising and Sponsorship.

1.11. Rates for Advertising and Sponsorship should reflect the fair market value of the exposure being provided as determined by Western Advancement or Western Communications.

1.12. The Vice-President (Western Advancement) or Chief Communications Officer will report annually to the Property and Finance Committee on the approvals given under this Policy.

2. Documentation

2.1. All approvals for Advertising, Sponsorship and Promotional Activity will be in the form of an authorized signature on the Advertising, Sponsorship and Promotional Activity Approval Form.

2.2. Western Communications maintains records on all Advertising and Promotional Activity.

2.3. Western Advancement maintains records on all Sponsorships received by the University.

2.4. Documentation is saved as per MAPP 1.30 - University Records and Archives. Electronic records documentation is also kept in an electronic document management system.

3. Business Receipts

3.1. The University's charitable number or status cannot be used on any promotional items.

3.2. The decision to offer Business Receipts and the value of those Business Receipts will follow with MAPP 2.1 - Gift Acceptance and its associated Procedures.

4. Harmonized Sales Tax (HST)

4.1. Advertising and Sponsorship can be subject to HST.

4.2. Prior to solicitation, Western Financial Services will review all intended Advertisements and Acknowledgements related to soliciting revenue for Advertising and Sponsorship to identify whether the Advertising and/or Sponsorship is subject to HST.

4.3. Continuing Education is defined as University non-credit courses, community services programs, conferences, workshops, seminars, fundraising events, and day camps. These events and activities contribute in an important way to the University's role within the community and are financed primarily by participant fee revenue, Sponsorship, and grants awarded by governments, external agencies, foundations, and corporations. Continuing Education can be subject to HST and overhead charges since there is an incremental cost of these initiatives to the University. More information about Continuing Education can be found on the University's website.

5. Promotional Activity

5.1. Students are not required to scan QR codes, download apps, and/or click on links prior to participating in a Promotional Activity (i.e. before they receive a sample).

5.2. Video and/or photos from Promotional Activity cannot be used by organizers unless permission is provided by each individual in the video or photos.

6. Alcohol, Smoking, Vaping & Tobacco Use

6.1. University Policy 1.33 - Campus Alcohol, governs Advertising and Sponsorship related to alcohol.

6.2. Any Acknowledgement or Advertising promoting smoking (including cannabis), vaping, and tobacco products, as defined in University policy 1.16 - Smoking, Vaping & Tobacco Use, is prohibited.

7. Conflicts of Interest

7.1. A Sponsor shall disclose any conflict or potential conflict of interest with the University. This arises where the Sponsor has, or could be seen to have, the opportunity to use the Sponsorship proceeds, or influence derived from the Sponsorship to improperly benefit themselves, their family, or direct relatives, or could result in undue Sponsor influence or control of University spending.

7.2. Failure to disclose any conflict or potential conflict of interest may result in withdrawal of approval of the Sponsorship. More about conflicts of interest can be found in MAPP 3.4 - Conflicts of Interest and MAPP 2.1 - Gift Acceptance and their associated Procedures.

8. Issuing Invoices and Depositing Funds for the University

8.1. Western Units are responsible for the preparation and issuance of invoices for Advertising and Sponsorship using Western Financials (Billing Module).

8.2. Advancement Operations can also provide invoices for Sponsorships.

8.3. When revenue is deposited for Sponsorship, the following will apply:

8.3.1. Cheques for Sponsorship are sent to Advancement Operations including the Sponsor's primary address, phone number, email, and confirmation of amount contributed.

8.3.2. Credit card numbers for Sponsorship are shared by mobile phone through Advancement Operations to ensure Payment Card Industry (PCI) compliance. Cardholder data transactions must be conducted in accordance with the Financial Services Code of Procedure. Payments are accompanied by a list of Sponsors, including their primary address, phone number, email, and confirmation of the amount contributed.

8.4. The University will deposit payments into the appropriate account for University expenditure.

9. Solicitation Lists

9.1. The University will not provide solicitation lists for Advertising or Sponsorship.

9.2. The University endeavours to protect the personal information of all individuals who come into contact with it—be they students, alumni, faculty, staff, donors, potential donors, or members of the general public. For more information, please visit Protection of Privacy on the University website.

Last Reviewed:

Advertising, Sponsorship, and Promotional Activity Approval Form

Submission Information:

Name: _____

Title/Position: _____

Department/Group: _____

Primary Address: _____

City: _____ Province: _____

Postal Code: _____

Primary Phone: _____ Email: _____

Are you requesting approval for Advertising ☐ Sponsorship ☐ Promotional Activity ☐ ?

Please provide a description of the Advertisement, Sponsorship, or Promotional Activity you will be undertaking:

Please answer questions 1-7. Fill out the comments box on page 2 (if needed):

1. Have you received approval to Advertise in the past? Yes ☐ No ☐ N/A ☐

   If yes, please describe: _____

2. Have you solicited sponsorship in the past for this activity? Yes ☐ No ☐ N/A ☐

   If yes, please describe: _____

3. Have you done this Promotional Activity in the past? Yes ☐ No ☐ N/A ☐

   If yes, please describe: _____

Advertising, Sponsorship, and Promotional Activity Approval Form

4. Do you have a letter or a Sponsorship package that outlines acknowledgements and recognition based on levels of support (i.e. Sponsorship levels and benefits)? Yes ☐ No ☐

   If you selected yes, please attach the documentation to the email generated when you submit.

5. If there is no additional documentation provided, please describe the benefits and forms of recognition you plan to offer (i.e. logos on banners or t-shirts, giveaways, signage)?

6. For Sponsorship and Advertising, who do you plan to ask and how do you plan to approach them?

7. Have you reviewed the advertiser, sponsor, or company promoting products or services to ensure they align with Western's values? Yes ☐ No ☐

8. Do you have a Continuing Education account? Yes ☐ No ☐ Unsure ☐ N/A ☐

   If yes, what is the Project Number or Speed Code? _____

   (Continuing Education is defined as University non-credit courses, community services programs, conferences, workshops, seminars, fundraising events, and day camps. These events and activities contribute in an important way to the University's role within the community and are financed primarily by participant fee revenue, sponsorships, and grants awarded by governments, external agencies, foundations, and corporations.)

Additional Comments or Information:

Please email this document, along with any supporting documentation, to:

If Sponsorship: sponsorships@uwo.ca

If Advertising or Promotional Activity: brand@uwo.ca

Advertising, Sponsorship, and Promotional Activity Approval Form

For Western Advancement and Western Communications Use Only

1. Has the Advertising, Sponsorship, or Promotional Activity been reviewed? Yes ☐ No ☐

   If yes, have any changes been made? Yes ☐ No ☐

   Describe change: _____

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? ☐

4. Has clearance been obtained for the prospects being solicited for the Advertising, Sponsorship, or Promotional Activity? Yes ☐ No ☐

Comments:

5. Does Western Communications need to be consulted? Yes ☐ No ☐

6. Does Western Advancement need to be consulted? Yes ☐ No ☐

7. Does Housing & Ancillary Services need to be consulted? Yes ☐ No ☐

For Western Financial Services Use Only

1. Are there HST implications? Yes ☐ No ☐

Comments:

Signature: _____

Advertising, Sponsorship, and Promotional Activity Approval Form

Final Approvals

The final Advertising, Sponsorship, or Promotional Activity documentation (package or letter) has been reviewed and approved by:

Chief Communications Officer or delegate	☐	Approver: _____	Date: _____
Vice-President (Western Advancement) or delegate	☐	Approver: _____	Date: _____