



University of Western States (UWS) accepts gifts of sponsorship in accordance with this policy.

I. Sponsorship Definition

Distinct from an outright gift, gifts of sponsorship further the university's mission while providing the donor with benefits in return. Benefits may be tangible or intangible. In order to qualify as a sponsorship for regulatory purposes, the fair market value of any benefits provided to the sponsor may not exceed the donation amount.

II. Solicitation, Negotiation and Acceptance of Sponsorships

The office of university advancement oversees fundraising matters, including the solicitation, negotiation and acceptance of sponsorship agreements.

III. Recognition and Benefits

The university provides recognition and benefits to sponsors using established recognition programs that are managed by the office of university advancement. Customized recognition and benefits may be negotiated. A memorandum of understanding (MOU) may be required to provide customized sponsor recognition and benefits that fall outside an existing recognition program.

The fair market value of benefits provided to a sponsor, if any, will be disclosed to the sponsor, in writing, in advance of receiving the donation and in all solicitation materials. A sponsor may choose to decline any benefits that are offered.

IV. Conditions and Restrictions

- UWS does not accept sponsorships from entities whose programs and activities compete with those offered by the university.
- Sponsorships are not entered into if the affiliation may reflect negatively on UWS, is in discordance with UWS mission or values, or is otherwise not in the best interest of UWS.
- UWS retains the right to review and approve all communications related to a sponsorship. This includes—but is not limited to—announcements, articles, and press releases about the sponsorship.
- Sponsorship proposals that may jeopardize the university's nonprofit status are not accepted.
- UWS does not endorse—either explicitly or implicitly—any sponsors, nor does it endorse sponsors' products, services, or ideas.
- Support of a university facility, division, department, conference, symposium, project, program, or event does not entitle the sponsor to influence any academic or business decision of the university.
- Sponsors do not influence university operational or procedural matters.
- University employees, trustees or students may not receive substantial personal benefit (e.g. commissions, gifts or other payments) as a result of any co-marketing or co-branding agreement. Any substantial benefit must be disclosed to the vice president overseeing university advancement.
- **UWS reserves the right to decline sponsorship proposals at any time and for any reason.**



Related Policies: [Policy 1005 \(B\) Conflict of Interest](#)
[Policy 2501 Co-Marketing and Co-Branding](#)
[Policy 7002 Donation Acceptance](#)
[Policy 7003 Institutional Naming](#)

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