

**SECTION 8: SPECIAL COMMODITY PROCEDURES**

**PROCEDURE 8.6: SPONSORSHIP AGREEMENTS**

**POLICY:**

The University of Washington [Office of Sponsorships](#), a division of UW Marketing, is responsible for developing strategic sponsorship partnerships with appropriate brands to improve the University's reputation and generate revenue for the University in accordance with [UW Executive Order No. 15](#).

Before entering into a sponsorship agreement, contact the Executive Director of Procurement Services to determine whether the contemplated sponsorship is appropriate.

**PROCEDURE:**

The Office of Sponsorships sets guidelines and standards for sponsorships as well as enters into agreements and corporate partnerships. A sponsorship is a relationship with an organization in which the University receives compensation from the organization in exchange for acknowledgement, typically advertising.

As distinguished from sponsorships, gifts are when the University receives a benefit from an individual or organization and that individual or organization does not have an expectation of receiving a benefit in return; licensing is when the University permits an organization to use the University's property (trademarks, images, etc) in exchange for royalty payments based on the organization's sales. Gifts are handled by the office of University Advancement, Licensing is handled by the office of Trademarks and Licensing.

The University President may designate certain sponsorships as University-wide sponsorship agreements. These sponsorships require units to seek approval from the Sponsorship office to opt-out before proceeding with alternative sponsorships in the University-wide sponsorship category. In the event that a University-wide sponsorship exists, do not enter a sponsorship with an organization that competes in one or more product or market segments with the University-wide sponsor without specific authorization from the Sponsorship office. Units other than the Sponsorship office may not enter into University-wide sponsorships.

Sponsors are to be evaluated and selected by the University's Chief Marketing and Communications Officer. Additionally, certain types of sponsors are prohibited or limited as to what may be sponsored or how the sponsorship may be communicated.

All proposed sponsorship agreements should be discussed with the Executive Director of Procurement, who may consult with the Office of Sponsorship and/or Office of Marketing to determine if the sponsorship is permissible.

Upon approval from the Executive Director of Procurement, sponsorships for single events are permissible if the sponsorship is not in a University-wide category and the sponsorship meets the other requirements of the [University Brand Guidelines](#). Any sponsorships in which the sponsor seeks use of the University's trademarks should be cleared with the University Trademarks and Licensing Office. Any sponsorships above the specified dollar threshold should be forwarded to the Director of Procurement prior to proceeding to determine if the sponsorship is permissible.

All sponsorships must be terminable by the University's Chief Marketing and Communications Officer.

The UW Office of Sponsorships does not handle University building naming rights.