

# Sponsorship Policy

## POLICY INFORMATION

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## Purpose and Summary

The purpose of this Policy is to establish consistent requirements for entering into and managing Sponsorships at the University of Arizona (University).

The University recognizes that Sponsorships create valuable opportunities to support University programs, events, and initiatives through strategic collaboration with non-University entities. As a public research and land-grant institution, the University must ensure that such relationships uphold its mission, reflect its values, and protect the integrity of its name, brand, and reputation while providing appropriate value and visibility to Sponsors.

## Scope

This Policy applies to all Units and Employees that are engaged in Sponsorships. This Policy also applies to all Sponsor activities held on University Property.

This Policy does not apply to Sponsored Projects, Gifts, or Component Unit Affiliates except when the Sponsorship is in the Limited or Prohibited categories.

## Definitions

**Campus Sponsorship** means a Sponsor relationship spanning a significant number (five or more) of schools, colleges, or non-academic Units, or signature events and that is not a University-Wide Sponsorship.

**Component Unit Affiliates** means an organization or entity that is legally separate and independent from the University and is affiliated with the University through a formal written agreement, and meets the requirements for a component unit established by the Governmental Accounting Standards Board.

**Employee** means all University employees, including faculty, staff, graduate assistants/associates, and student workers, whether their employment is full-time, part-time, permanent, or temporary.

**Exclusive Provider Arrangement** means a written agreement that limits the sales and distribution, availability or use of competing products, services, or facilities in connection with University activity and may be subject to Unrelated Business Income Tax (UBIT).

**Exclusive/Official Sponsor** means when a Sponsor engages in Sponsorship with the stipulation that they are the only Sponsor within their specific category of goods or services.

**Gift** means a voluntary transfer of items of value from a person or organization where no material amount of goods or services are expected, implied, or provided to the donor. Gifts may take the form of money, property, or other assets donated to the University.

**Non-qualified Sponsorship** means a Sponsorship that does not meet Internal Revenue Service (IRS) guidelines for a Qualified Sponsorship because the Sponsor receives Return Benefits beyond use or acknowledgement. Income from Non-qualified Sponsorships is generally subject to Unrelated Business Income Tax (UBIT).

**Qualified Sponsorship** means a Sponsorship that meets Internal Revenue Service (IRS) guidelines for qualified sponsorship payments because the Sponsor receives no substantial Return Benefit beyond use or acknowledgement. Income from Qualified Sponsorships is not subject to Unrelated Business Income Tax (UBIT).

**Return Benefits** are the tangible assets, items, programs, services, or activities owned by the University that provide a benefit to the Sponsor included in a Sponsorship. These include, but are not limited to, marks, logos, signage, websites, social channels, materials related to activities supported by the Sponsor, venues, media, events, programs, tickets, hospitality opportunities, and merchandise.

**Sponsor** means a non-University entity or individual external organization, or business that engages in Sponsorship with the University.

**Sponsored Project** means, broadly, University agreements for research activities in exchange for funds received from a governmental agency or a registered private (for-profit or non-profit) entity.

**Sponsorship** means a contribution of money, goods, or services by a Sponsor to the University in exchange for use or acknowledgment and/or other agreed upon Return Benefits. Use or acknowledgment is the recognition of Sponsorship support through value-neutral displays including Sponsor name, logo, products, address, phone number, description of the Sponsor's services, or website being featured in the materials associated with a University program, event, or activity being supported by a Sponsor. Use or acknowledgment is not advertising and does not imply endorsement. Sponsorship types are either a Qualified or Non-qualified Sponsorship.

**Unit** means any University college, school, department, program, or other operating unit.

**University Property** means all land, buildings, and other facilities owned, operated, leased, or controlled by the University.

**University Marks** means trademarks, logos, names, seals, mascots, and other intellectual property owned, registered, or controlled by the University.

**University-Wide Sponsorship** means an Exclusive/Official Sponsor relationship spanning all areas of the University. These Sponsorships involve significant annual financial or in-kind support in exchange for defined Return Benefits.

**Unrelated Business Income Tax (UBIT)** means a federal tax imposed on income the University earns from activities that are not substantially related to its exempt purposes of research and discovery, teaching and learning, outreach and public service, and fostering national or international amateur sports competition.

## Policy

- A. The University permits Sponsorships and reserves the sole and exclusive right to approve, reject, or terminate any Sponsorship proposal or agreement at its discretion, with final decision-making authority held by the University President or designee. The Office of Brand Development provides the applicable guidance for this Policy via the University's Sponsorship Guidelines.
- B. Sponsorships must:
1. Align with the University's mission and values.
  2. Avoid conflicts of interest or reputational risks.
  3. Not imply University endorsement.
  4. Comply with all applicable University policies; local, state, and federal laws; and applicable tax regulations, including Unrelated Business Income Tax (UBIT).
  5. Be documented in a written agreement that is signed by an authorized University representative. Sponsorship agreements must be reviewed, approved, and executed through University Contracting Services.
  6. Retain all proceeds from Sponsorship revenues in a University account.
- C. **Sponsorship Review and Approval**
1. Sponsorships valued at \$25,000 or more annually require prior review and written approval from the Office of Brand Development. The Office of Brand Development will complete its review of submitted Sponsorship proposals within a reasonable timeframe of their receipt of a complete submission package. Units may request an expedited review, and the Office of Brand Development will endeavor to meet the request when operationally feasible.
  2. Regardless of value, Sponsorships that meet one or more of the criteria below require prior review and written endorsement from the Office of Brand Development and the Sponsorship Advisory Group (SAG). The SAG will complete its review within a reasonable timeframe of their receipt of the request.
    - a. University-Wide Sponsorships
    - b. Multi-year Sponsorship agreements
    - c. The designation of "Exclusive/Official Sponsor" or exclusivity of any kind. Unit-level Sponsorships with exclusivity are not allowed. This does not apply to Component Unit Affiliates.

- d. Limited Sponsorship Categories, as outlined in this Policy
3. The Office of Brand Development, under the direction of the Chief Communications and Marketing Officer, is responsible for overseeing the planning and execution of Campus Sponsorships and University-Wide Sponsorships. This includes managing the solicitation of University-Wide Sponsorships and overseeing the inventory, pricing, and valuation of Return Benefits.
4. When a Component Unit Affiliate that has a right or license to enter into Sponsorships involving University Marks, University Property, or Limited Sponsorship Categories, seeks to enter into a Sponsorship agreement involving Exclusivity, University Marks, University Property, or Limited Sponsorship Categories, the Affiliate shall notify the Office of Brand Development prior to execution.
5. The Chief Communications and Marketing Officer, under the direction of the President, may designate select Sponsorship categories for Exclusive/Official Sponsors and Exclusive Provider Arrangements. Units or Employees may not independently grant exclusivity or non-competitive terms in any Sponsorship category without this approval. Any Exclusive Sponsor designation should be coordinated with Component Unit Affiliates that have a right or license to enter into Sponsorships involving University Marks, University Property, or Limited Sponsorship Categories.
6. Sponsorship may be subject to taxation. Any Unit engaged in Sponsorships is responsible for identifying and reporting Non-qualified Sponsorships to Tax Services and is responsible for the tax payments and liabilities that result from these transactions.
7. Any Sponsorship with a foreign entity or an agent of a foreign entity must be reported and reviewed by [Export Control in the Office of Research & Partnerships](#).
8. Sponsorships that do not adhere to the above review and approval requirements are not valid and are subject to immediate termination without notice. Any such suspension or termination will be preceded by an appropriate review process.
9. Nothing in this Policy should be construed to exempt Sponsorship relationships, including Exclusive Provider Arrangements, from the University's procurement policies, procedures, or applicable rules.

#### E. Limited Sponsorship Categories: Alcohol

1. The University permits Sponsorships by alcoholic beverage companies under limited circumstances. All alcohol Sponsorship agreements shall address student health and wellness, align with the University's mission and values, and comply with applicable University policies and local, state, and federal laws.
2. Alcohol Sponsorships:
  - a. May not target or be directed toward underage students or audiences.
  - b. Must promote safe and responsible consumption, with messaging that discourages the misuse of alcohol.

3. Detailed operational guidelines for alcohol Sponsorships, including permitted categories, marketing restrictions, and activation standards, are included in the University's Sponsorship Guidelines. The University reserves the right to suspend or terminate any alcohol Sponsorship that no longer aligns with its mission, values, or student health and wellness priorities. Any such suspension or termination will be preceded by an appropriate review process.

#### **F. Prohibited Sponsorship Categories**

1. The University will not enter into Sponsorship agreements involved in the sale, distribution, or promotion of:
  - a. Tobacco or cannabis products
  - b. Firearms or weapons manufacturing
  - c. Sexually explicit materials
  - d. Political parties, candidates, or campaigns
  - e. Any activity that violates local, state, or federal laws, violates University policies, or creates reputational risk to the University

#### **G. Sponsored Events Held on University Property**

1. Prior to a Sponsor event being held on University Property, the Sponsor must disclose to the University any third-party Sponsorship(s) associated with their event or activity.

#### **H. Use of University Marks**

1. Sponsorship of a University program, event, or initiative does not give the Sponsor the right to use University Marks. Any use of University Marks must be approved by University Marketing & Communications. For more information about how Sponsorship agreements interact with University Marks, see the [Brand Guidelines](#) and the [Product Licensing and Trademark Usage Policy](#).

## Compliance

The Office of Brand Development is responsible for overseeing compliance with this Policy.

Please note that the following sections are provided solely for the convenience of users and are not part of the official University policy.

## Sources

## Related Information

Advertising Policy

[Brand Guidelines](#)

[Drug and Alcohol Abuse Prevention Program](#)

[Finance & Budget - Corporate Sponsorship](#)

[Finance & Budget - Examples of Qualified and Non-Qualified Sponsorship](#)

[Financial Policy 6.16 Component Unit Affiliates](#)

[Financial Policy 20.10 Unrelated Business Income Tax \(UBIT\)](#)

[Naming of Facilities and Programmatic Units Policy](#)

[Product Licensing and Trademark Usage Policy](#)

Sponsorship Guidelines