Operating Policy 3.1 – Sponsorships and Donations

1. PURPOSE

1.1 The MSU supports student, community, and staff initiatives through several channels including monetary donations, sponsorship, and provision of product/promotional giveaways. This document is to serve as a guideline for the various donation requests, solicitations, and sponsorship opportunities that are presented to the MSU from time to time.

1.2 For all donation and sponsorship requests, members and/or groups MUST complete a “MSU Sponsorship and Donation Request Form” in order to be eligible for review.

1.3 For the purpose of clarity, MSU members shall be defined as students and student groups that are not a recognized club of the MSU.

2. PROCEDURE

2.1 For all donation and sponsorship requests, members and/or groups must complete an MSU Sponsorship and Donation Request Form in order to be eligible for review.

2.2 All sponsorship and donation requests shall be reviewed by the Sponsorship and Donations Committee, which shall make recommendations to the Executive Board for final approval.

2. SPONSORSHIP AND DONATION REVIEW COMMITTEE

2.1 The sponsorship and donation review committee will review sponsorship and donation request forms from the students, community, and organizations seeking MSU sponsorship and donations and to make recommendations to the Executive Board for approval.

2.1.1 For requests under $250 provided the committee membership is unanimous in approved the request it shall not be required to be submitted to the Executive Board for approval.

2.2 The committee will consist of the following:
2.2.1 The Vice-President (Finance), who shall be chair of the committee;
2.2.1 One (1) Executive Board member, who shall be chair of the committee, elected by the Executive Board;
2.2.2 Vice-President (Finance);
2.2.3 Standing Committee on Finance Commissioner; The commissioner of the Standing Committee on Finance;
2.2.4 One (1) SRA Member
2.2.5 One (1) MSU member, elected by the Executive Board;
2.2.6 Administrative Assistant (non-voting).

2.3 The committee shall:

2.3.1 Be elected no later than May 31 of each year;
2.3.2 Meet at least once during the summer and at least once per month during the academic year to discuss and review sponsorship and donation requests;
2.3.3 Compile all relevant information received in a summarized report with recommendations for the approval of the Executive Board;
2.3.4 Quorum shall be at least one half of the voting membership; decisions and recommendations of the Committee shall be made by a majority vote.

2.3.5 Ensure that a completed MSU Sponsorship and Donation request form has been submitted from each member/organization seeking sponsorship or donation;
2.3.4 Compile all relevant information received in a summarized report with recommendations for the approval of the Executive Board;
2.4 The Sponsorship and Donations Committee Chair, Vice-President Finance, as committee chair, shall be responsible for:

2.4.1 Be responsible for contacting the organizations seeking sponsorship or donations with the outcome decided by the Executive Board’s decision;
2.4.2 Posting the MSU Sponsorship and Donation Request Form on the MSU website by May 31 and for publicizing the availability of funds for sponsorships and donations in September;
2.4.3 Setting a meeting schedule for the summer and at the beginning of each academic term;
2.4.4 Drafting monthly reports to the Executive Board summarizing the committee’s sponsorship and donation recommendations;
2.4.5 Submitting sponsorship and donation decisions to the MSU Accounting Department for processing.

3. MONETARY DONATIONS

3.1 A financial monetary donation shall be defined as a contribution made by the MSU that cannot be tangibly recognized with no reciprocal benefit; shall be considered a donation;
3.2 A budget is to be set at the beginning of each fiscal year (May 1) for donations under the Executive budget—Sponsorship and Donations.

3.3 Donations shall be awarded on the following priority:

3.3.1 Individual MSU members shall be eligible to receive up to $400 per fiscal year May 1 to April 30 with a limit of up to $300 from the same organization.

3.3.2 Non-MSU members/organizations from with the McMaster community shall be eligible to receive up to $100 per fiscal year with a limit of $300 from the same organization-May 1 to April 30.

3.3.3 Other members/organizations from other recognized Universities or Colleges in Canada shall be eligible to receive up to $50 per year May 1 to April 30.

3.3.4 Other members/organizations unrelated to the McMaster community shall be eligible to receive up to $25 per year May 1 to April 30.

3.3.5 MSU Clubs shall not be eligible for donations but may apply for funding through the clubs department.

3.4 All donations, or donations in the form of goods and/or services by MSU departments, of less than $1000 must be recommended to, and approved by, the Executive Board; $1000 or more must be approved by a majority vote of members present at an SRA meeting.

3.5 All monetary donations must be submitted to, and administered by, the MSU Accounting Department, which will ensure allocation of funds to the specific services budget category.

4. SPONSORSHIPS

4.1 Any sponsorship shall be considered a contribution made by the MSU that pays for or assists with the costs of an event in return for advertising and promotions of the MSU; shall be considered a sponsorship.

4.2 All sponsorships must be recommended to, and approved by, the Executive Board.

4.3 Approved sponsorships shall be managed by the Student Life Development Coordinator.

4.2 The criteria for approval of sponsorship requests shall include: amount requested, amount remaining in the sponsorship donation budget line, purpose of the request, potential value for the MSU, potential value for the McMaster/Hamilton Community.

4.3 Monetary sponsorship, or sponsorship in the form of goods and/or services by MSU departments, of less than $1000 must be approved by the Executive Board; $1000 or more must be approved by a majority vote of members present at an SRS meeting.
2.1 All sponsorships must be submitted to, and administered by, the MSU Accounting Department, which will ensure allocation of funds to the specific services budget category.

5. NON-MONETARY/OTHER DONATIONS

5.1 Individual MSU departments and committees may from time to time be able to offer donations of swag, promotional material, or products to students. The following are examples of certain items available to students:

5.1.1 MSU Swag (pens, tattoos, key chains, magnets, and bags)

5.2 The donation of MSU Employee’s full-time employees’ time, as calculated by the Executive Board, must be approved by the Board of Directors; for values of less than $1000; $1000 or more must be approved by a majority vote of members present at an SRA meeting;

5.3 Donations made in the form of a gift, for persons of the McMaster community who have suffered a loss as a result of an illness of other cause for which a Charity exists, can be made by the Executive Board in an appropriate manner;

5.4 In-kind donations/sponsorships can be offered through MSU departments/services, in lieu of monetary donations/sponsorships.

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