

Sponsorships for University-Hosted Events/Activities

Sponsorship Definition:	An event/activity sponsorship is when return benefits are offered as an incentive for the sponsor to make a payment
Assumptions:	<p>Insubstantial return benefits as defined by the IRS are allowed and therefore can be receipted in whole or in part by University of Minnesota Foundation (UMF)</p> <p>Fair market value should be easy to calculate for return benefits considered receiptable by UMF</p> <p>Some return benefits may be viewed as unrelated business income and could subject U of M/UMF to UBIT</p>
Objective:	<p>List examples of return benefits and determine whether the sponsorship payments can be considered gifts to UMF, or should be revenue to U of M</p> <p>If a decision can not be easily made using these guidelines, return to sponsorship group for further discussion (sponsorships@umn.edu)</p>
Guiding Principle:	If a sponsorship package contains any ONE (or more) components from the "Non-Gift Eligible Sponsorship" list, then all event/activity revenue will flow to the U of M (not UMF)

Gift Eligible Sponsorships - Allowable for UMF

Note: Medium shouldn't matter. Key factor is U of M/UMF determines terms of name and logo placement as sponsor recognition

Category	Description/Examples
Name & Logo	<p>Recognition of sponsor by placing their name and logo in event/activity communications or on items such as:</p> <ul style="list-style-type: none"> - Emails, brochures, invitations - Event programs - Event/activity promotions on social media - T-shirt or other token item - Banner or other display during event/activity showing a list of sponsors - Verbal, plaque or social media recognition as a sponsor - Prominent/primary placement of the sponsor in activities
Naming Opportunity	Recognition for level of sponsorship - opportunity is open to multiple sponsors for consideration
Tickets/Tables	Individual or a table of tickets for sponsor & guests to attend the event/activity
Website	Link to sponsor website on U of M/UMF event/activity site (assumes landing page/home page only, not specific advertisement page)

Non-Gift Eligible Sponsorships - Direct to U of M

Note: Medium shouldn't matter. Key factor is sponsor determines and influences terms and content

Category	Description/Examples
Advertising	Any message which promotes or markets any external trade or business, service, facility or product (qualitative or comparative language; price information, an endorsement; or an inducement to purchase or use)
Naming Opportunity	Exclusive or contracted name on event/activity - opportunity is not available to other potential sponsors, i.e. "sold" to one sponsor
Exhibit Space	Opportunity for sponsor to set up their own display/booth during the event/activity (to advertise, network, etc.)
Swag Bags	Promise that a sponsor will be able to hand out a swag bag of their own logoed or promotional items during the event/activity
Sponsor's Banner	Promise to display sponsor's banner at event/activity (ex: sponsor brought their own banner)
Billboard/Radio Advertisement	Promise to mention sponsor's name in radio or billboard advertisement for event/activity (viewed as providing advertising for the sponsor)
Social Media Promotion	U of M/UMF promises social media promotion of sponsor
Promotional Opportunity	Promise of an opportunity to speak/present a video, etc. during the event/activity (assumes sponsor could use the time to advertise themselves)
Use of U of M Marks	Sponsor is granted right to use U of M marks (ex: logo, co-branded merchandise, etc.)
U of M Presence	Promise of U of M staff/faculty member appearance at no cost/reduced cost to sponsor (ex: Goldy, coach, etc.)
U of M Access	Promise that a sponsor may access University faculty, staff, and students in an event or activity (see complete definition in policy)