



## Sponsorship Policy

*This policy is in effect for events that begin after the conclusion of the spring 2017 semester.*

Smith College makes space available for **rental** by third parties throughout the academic year and summer. Spaces are assigned **rental fees** to support the college's annual operations.

From time to time, Smith makes campus spaces available at **reduced cost** to clients through pre-arranged **sponsorship** agreements. Sponsorship agreements are made when, in the judgment of senior administrators, the proposed event

- Directly supports the educational mission of the college
- Has a broad, beneficial impact on students, faculty and staff

To meet the requirement of serving the college's educational mission, sponsorship will primarily occur **during the academic year** when undergraduate students and faculty can benefit most directly.

Because sponsored events have an impact on the administrative operations of the college, certain fees may be discounted but **cannot be fully waived**.

This policy does not affect academic departments in any way, nor cause any fees to be absorbed by the college in its normal operations.

The only organizations affected are those **third party groups** who seek sponsorship through a college department.

## Sponsorship Process Overview

- 1) Approval for sponsorship can only be secured by written approval from the Provost and Budget Office.
- 2) A reduced administrative fee will be applied to all sponsored events.
- 3) Sponsored organizations may not negotiate services below the college's actual cost; this constitutes a donation from the college, which, by policy, can only be made through the Office of College Relations.

## **Securing Sponsorships for Events**

If a **faculty member** or **academic department** wishes to sponsor a third-party event or program, the sponsorship must be approved in writing by both the Office of the Provost and the Budget Office.

An application form for sponsorship is attached. Approval is then forwarded to the AVP of College Relations. If the budgetary impact/administrative fee of sponsorship (as calculated in the attached application) falls below \$250, this policy does not apply and the form does not need to be completed.

Sponsorship for non-academic events or programs, including those held by community organizations, is arranged and adjudicated solely through the Office of College Relations.

## **Conflict of Interest**

Faculty and staff are not permitted to receive a financial payment (including salary or stipend) from an organization approved for a sponsored event (summer or academic year). If there is any payment made directly to an employee, it would be in the form of a stipend paid by Smith, approved by the Provost, Human Resources or the Budget Office as appropriate. This falls under the college's [Conflict of Interest policy](#).

## Sponsorship Fee Structure

Note: “Full cost of service” means that the service provider (e.g. dining or facilities) charges the direct cost of doing business. There is no profit margin in that fee.

Charges above and beyond the cost of service, including room rental fees, are intended to cover facilities depreciation, cover the administrative cost of the campus’ rental program<sup>1</sup>, and generate revenue for the college.

	<b>Non-Sponsored Event</b>	<b>Sponsored Event</b>
Space Usage Fee	Full price	Waived and absorbed by Smith (administrative fee calculated against full price)
Dining Fee	Market Rate	Full cost of service
Housing Fee	Market Rate	Full cost of service
Custodial Service Charges	Full cost of service	Full cost of service
Insurance Requirement <sup>2</sup>	Full insurance required	Full insurance required
Administrative Fee <sup>3</sup> (charged on bill total)	20%	10% <sup>4</sup>

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<sup>1</sup> The budget for the college’s rental operations - including staff salaries - is provided entirely by these fees

<sup>2</sup> Insurance requirements are outlined on the contract provided to the client. For liability purposes, these cannot be waived or absorbed by the college under any circumstances.

<sup>3</sup> The administrative fee recognizes that all programs, including sponsored programs, require oversight and management by the Office of Summer Programs or the Events Management Office (EMO).

<sup>4</sup> Sponsored programs do not pay a space reservation fee, but do pay 10% of that waived fee in administrative fees.

Illustration of Financial Impact of Summer Program Sponsorship: Sophia's Summer Camp

	No Sponsorship	Approved Sponsorship
Space Rental	\$10,000	\$0
Housing	\$5,000	\$5,000
Dining	\$5,000	\$5,000
Custodial Services	\$1,000	\$1,000
Subtotal	\$21,000	\$11,000
Administrative Fee	\$4,200 <sup>5</sup>	\$2,100 <sup>6</sup>
<b>Total Bill</b>	<b>\$25,200</b>	<b>\$13,100</b>

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<sup>5</sup> 20% of subtotal

<sup>6</sup> 10% of subtotal plus 10% of waived space fees

## Sponsorship Application to be filled out and submitted to the Provost's Office

Program name: \_\_\_\_\_

Proposed program dates: \_\_\_\_\_

Department requesting sponsorship: \_\_\_\_\_

Departmental representative who will staff and organize event: \_\_\_\_\_

Will any Smith employee receive financial compensation from the program?

Please describe the purpose of the program as it relates to your department's academic mission

Please describe how the program will benefit current Smith students / is core to the academic mission of the college

*Note: The following two questions will require consultation with the Office of Summer Programs and Conference Services (summer events) or the Events Management Office (academic-year events)*

A: Estimated program cost without sponsorship: \_\_\_\_\_

B: Estimated program cost with sponsorship: \_\_\_\_\_

Potential budget implication (B-A): \_\_\_\_\_