



## The American University of Kurdistan Policy of Sponsorship

Policy Number: AF004  
Effective Date: November 30, 2023

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### I. INTRODUCTION

- a. **Authority:** The Board of Trustees (herein referred to as “Board”) at The American University of Kurdistan (herein referred to as “AUK” or “University”) is authorized to establish rules and regulations to govern and operate the University and its programs.
- b. **Purpose:** The American University of Kurdistan welcomes sponsorships and other forms of support from individuals, corporations, foundations, alumni, and friends of the University. These guidelines reflect the fundamental principles that shape the University's relationships with sponsors. The guidelines confirm the University's commitment to a sponsorship program of high integrity and sustainability including the stewardship of sponsors and any agreed benefits.

Productive partnerships will be formed within the framework defined in the University's vision, mission, and guiding principles

- c. **Scope:** These guidelines apply to all incoming sponsorships university-wide. However, they do not apply to externally-funded research or academic consultancy activities that may or may not provide a benefit to the funder.

## II. ROLES AND RESPONSIBILITIES

- a. **Responsible Executive:** Vice President of Advancement
- b. **Responsible Administrator:** Vice President of Advancement
- c. **Responsible Office:** Office of Advancement
- d. **Policy Contact:** Vice President of Advancement

## III. DEFINITION

**Sponsor** - Constituent entering into the sponsorship agreement.

**Sponsorship** - Arrangement under which a sponsor provides a monetary contribution or in-kind support for an activity and, in return, the sponsor receives benefits either by certain association or entitlements.

## IV. POLICY STATEMENT

The American University of Kurdistan values sponsorships and support from various sources and acknowledges their contribution to the University's development. The University is committed to the highest standards of accountability regarding the provisions of any sponsorship agreement, including the stewardship of sponsors and any agreed benefits.

## V. POLICY PRINCIPLES

### **Responsibilities of the members of AUK campus community**

Before sponsorship development

All members of AUK must ensure that all forms of incoming sponsorship are consistent with the university principle, they must:

- Not compromise the University's fundamental values of integrity and freedom of thought.
- Not expect the University to provide inappropriate consideration to the sponsor or anyone designated by the sponsor, such as employment in the University, enrollment in a university course of study, or a university procurement contract.
- Not accept sponsorships that involve unlawful discrimination or involve terms and conditions contrary to the University's equal educational opportunities or equal employment opportunities standards or promote causes that are deemed to be contrary to the interests of the University.
- Be in accordance with all relevant University policies.

Members seeking to initiate sponsorships are responsible for ensuring the sponsorship complies with these requirements. This responsibility includes gaining an understanding of these guidelines and seeking support from relevant departments, such as the Office of Advancement or Office of Communications, where appropriate. For cases where a sponsorship may raise questions with the above principles, the Office of Advancement will need to seek consultation with the President.

## POLICY- Sponsorship

### Managing the sponsorship

If the above requirements are met and the sponsorship proceeds, the following rules apply:

- Naming rights associated with sponsorship will be determined in accordance with the University's Naming Policy.
- Promotional use of sponsors' corporate logos and colors may be included in printed materials and content, including online content. However, corporate identification and logos should always be displayed secondary in size and position to the University's branding.
- All use of the University's logo by the sponsor must be approved by the Office of Communications.
- The Sponsorship Guidelines will be provided to sponsors in the course of negotiations concerning formal agreements, and the universities policies referred to herein will be referenced in agreements as appropriate
- Sponsors may not use the University's communications as a direct sales channel for their products or services.
- Members must comply with the University's Conflict of Interest Policy.
- University funds that are made available from time to time to supplement sponsorship funding will be allocated in accordance with established

### Sponsorships over \$1,000

The Vice President of Advancement must be informed of and approve all intended approaches at or above \$1,000 before any sponsorship request is developed. This ensures that sponsorships are aligned with the University's goals and objectives, and that appropriate resources are allocated to fulfill any sponsorship obligations. Office of Advancement may also provide guidance or support in the development of these sponsorships where appropriate.

### Sponsorships under \$1,000

Sponsorship opportunities amounting to less than \$1,000 may be developed and advanced with the approval of the Vice President of Advancement. Advancement guidance or support to members with these sponsorships where time and resources permit. These sponsorships should align with the University's goals and objectives, and should be consistent with university policy.

## POLICY- Sponsorship

### **Advancement responsibilities**

The Office of Advancement is responsible for:

- Providing strategic management of meaningful philanthropic and sponsorship relationships with the University.
- Developing sponsorship proposals for approved University projects or areas valued at or above \$1,000.
- Obtaining feedback from the Office of Advancement on potential sponsorship deliverables for sponsorships valued at or above \$1,000.
- Ensuring required sponsorship deliverables are fulfilled for sponsorships valued at or above \$1,000.
- Co-coordinating and providing formal reports to sponsors for all sponsorships valued at or above \$1,000, and for ensuring that these reports conform to university policy.
- Providing advice to members on sponsorship development, where appropriate.

## **VI. POLICY HISTORY**

- a. **Approved by:** Board of Trustees
- b. **Adopted:** November 30, 2023