



## OUTBOUND SPONSORSHIP EVALUATION FORM

Name of organization seeking support:

Non-profit/Not for profit: Yes No

Name of funding unit:

Authorized by:

(name and title of dean/director or VP) **NOTE:** If more than \$10,000 one time or multi-year commitment, approval required from President's Executive Council (PEC)

Source of funding:

Sponsorship amount:

Total cost:

*\*Total cost is amount of payment to requesting organization plus estimate of additional hard costs associated with participating in the sponsorship.*

### EVALUTATION CHECKLIST:

#### Strategic Alignment

Memorial University will only sponsor organizations or activities which meet the following criteria:

- |  |     |    |
|--|-----|----|
| • Are they consistent with core values of Memorial?  | Yes | No |
| • Are they aligned with strategic objectives of Memorial, including recruitment and retention of students and employees? | Yes | No |

**NOTE:** Details of the specific alignment with strategic objectives from university's strategic plan should be added below under "Nature of Sponsorship" section

- |   |     |    |
|---|-----|----|
| • Will the impact on Memorial University's reputation be positive/neutral?  | Yes | No |
| • Do they provide opportunities to build awareness, enhance key partnerships and relationships, including business development? | Yes | No |

Specific details should be added below:

- |   |     |    |
|---|-----|----|
| • Are they in direct competition with Memorial University?  | Yes | No |
| • Is there any risk that this sponsorship opportunity will bring adverse publicity to Memorial University and/or its programs and services? | Yes | No |
| • Do they provide opportunities to build awareness, enhance key partnerships and relationships, including business development?             | Yes | No |
- Specific details should be added below:

- |   |     |    |
|---|-----|----|
| • Are they in direct competition with Memorial University?  | Yes | No |
| • Is there any risk that this sponsorship opportunity will bring adverse publicity to Memorial University and/or its programs and services? | Yes | No |

### **Nature of Sponsorship**

*Add details of sponsorship – alignment with strategic objectives, what are the benefits to Memorial, what are the obligations of Memorial, what audiences will this provide connection with, what are the opportunities to build awareness, relationships, partnerships, business-development, etc.? What is your measurable objective? Please copy the measurable objective to the “How will you measure success?” section below.*

### **What does this sponsorship include?**

- Financial support of an event, initiative or award
- Promotional support using Memorial assets such as websites, signage on Memorial property, social media presence, Memorial staff creating materials such as videos, etc.
- Purchase of tables/tickets to attend events
- *Use of university assets such as facilities and venues*
- *Access to university expertise including senior leaders (e.g. to be speakers at events with costs borne by Memorial)*

- *Display of Memorial's logo by sponsor organization  
(must adhere to Brand Standards)*
- *Other:*

**Do you have internal funds and resources to cover all aspects of meeting your obligations within this sponsorship?**

Yes No

***If no, have you consulted and reached agreement with other areas within the university to secure financial or human resources not within your unit's control?***

Yes No

Add details and contact information for partner units who have authorized use of their resources against this sponsorship prior to signing a sponsorship agreement.

**Is there a conflict of interest, potential conflict of interest or could there be a perceived conflict of interest with this organization/specific sponsorship?**

Yes No

*Use Memorial's Conflict of Interest Policy in making this determination.*

**How will you measure success?**

Add measure of success as noted in Nature of Sponsorship above. Are there other measures of success you will evaluate against?