

# Utah Tech University Policy

## 262: Coordination of Sponsorship and Advertising



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### I. Purpose

- 1.1 To establish policies and guidelines for Utah Tech University (“the University”) departments and programs wishing to solicit revenue in the form of sponsorships and advertising to support University activities. The policy will serve as a guide in decision making for University Personnel, who are approached by, or approach, external advertisers or corporate sponsors that want to access the University community.

### II. Scope

- 2.1 This policy applies to all employees (see Policy 301), students, and other University representatives.

### III. Definitions

- 3.1 **Advertising:** The opportunity provided to another party for the purpose of promoting or marketing any trade, business, service, facility, or product. Advertising revenue may be subject to federal unrelated business income tax (UBIT).
- 3.2 **Corporate Sponsorship:** A contribution from an external business or commercial enterprise in exchange for acknowledgement that is limited by the IRS to the business name, logo, address, telephone, and Internet address.
- 3.3 **External Advertisers:** Non-University businesses or commercial enterprises that want to promote items across University premises.
- 3.4 **University Personnel:** Employees of Utah Tech University.

- 3.5 **Marketing Agreement:** Agreements that allow a product to be marketed and sold on University premises (e.g.: Coke®, Pepsi®).
- 3.6 **Office:** The Office of University Advancement
- 3.7 **Supplemental Revenue:** Additional revenue received from donors and businesses to assist programs at the University.
- 3.8 **University Activities:** Any activity held at the University, by the University, or held by the University off University premises.
- 3.9 **University Community:** All faculty, staff, and students of the University.

#### IV. Policy

- 4.1 Before revenue is accepted, the department shall determine whether the funds are for advertising or for sponsorships. Sponsorships require approval from the Vice President of University Advancement or their designee before they are accepted.
  - 4.1.1 Corporate sponsorships are charitable contributions by IRS definition and must be appropriately receipted by the Office of University Advancement to ensure accurate accounting and acknowledgement.
  - 4.1.2 Advertising is not considered a charitable contribution and is not processed through the Office of University Advancement.

#### V. References – N/A

#### VI. Procedures

- 6.1 When a University employee is approached or approaches a business or commercial enterprise to advertise or be a sponsor, the University must determine whether the entity wants to be an advertiser or sponsor.
  - 6.1.1 If the business wants to be a sponsor, the University employee must contact the Office of University Advancement for approval.
- 6.2 To be considered a sponsor, the following must take place:
  - 6.2.1 Monies or equivalent are received by the University from an individual, business, or commercial enterprise.
  - 6.2.2 Acknowledgement from the University. (The acknowledgement may not contain the University's endorsement of the business entity's

products or services. Any qualitative or quantitative language about the business entity's products or services, or any information other than business name, logo, address, telephone, or Internet address would classify the contribution as advertising.)

6.2.3 Funds may not be from a vendor as part of an exclusive provider arrangement.

6.3 If all of the above criteria are not met, the payment is considered advertising revenue according to IRS regulations and not a contribution eligible as a tax deduction.

## VII. Addenda – N/A

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Policy Owner: Vice President of University Advancement  
Policy Steward: Director of Development

History:

Approved 01/31/20

Editorial 07/01/22