

Sponsorship is the provision of financial support in exchange for marketing/promotional or other benefits to the contributor.

3. Scope:

Alumni Office

The Alumni Office is responsible for contacting, engaging, and updating records with former Saint Mary's students. The Alumni Office offers support and benefits to Saint Mary's alumni, organizes such events as the annual alumni golf tournament, Homecoming, and Chapter events; and publishes *Maroon & White*, the University's alumni magazine, and electronic newsletter.

Faculties and Administrative Departments

The University acknowledges that faculties, departments, clubs, societies, associations and organized groups within the University may have an interest in fundraising activities. It is the responsibility of these groups to determine their priorities and to ensure that their fundraising requests are approved by the Department Chair or Director and by the Dean or Vice-President and, once approved, forwarded to the Director of Development for prospect clearance and approval.

5. Policy:

All fundraising and requests for sponsorships must be approved through the fundraising request approval process. See Section 6.

Decisions regarding the setting of fundraising priorities are the responsibility of the President and Vice-Presidents in consultation with the Associate Vice-President – External Affairs.

General Procedures

- a) While members of the University community are encouraged to cultivate potential donors, no person shall solicit donations on behalf of the University unless authorized to do so by the Development Office. The Development Office will establish that the approach and the amount of the gift being sought are appropriate.
- b) Contact with current and potential donors is not to be undertaken without the knowledge and approval of Development.
- c) In cases where a prospective donor approaches a member of the University community, such information must be communicated to the Director of Development.
- d) Draft fundraising materials such as brochures and letters must be reviewed and approved by the Director of Development prior to production or distribution.
- e) The University's name may not be used directly or by association to fundraise for any purpose, without authorization from the Director of Development.

6. Fundraising Request Approval Process

