

## **COLORADO COMMUNITY COLLEGE SYSTEM**

### **SYSTEM PRESIDENT'S PROCEDURE**

#### **SPONSORSHIP PRINCIPLES**

SP 8-60c

**Reference:**

Board Policy on Delegation of Signature Authority, BP 8-60.

**Effective:** November 11, 1999  
**Retitled:** September 14, 2000  
**Retitled:** August 25, 2001

**Approved:**

S/ Dorothy A. Horrell, System President

**Application:**

This procedure applies to System Vice Presidents, College Presidents and/or College Chief Business Officers.

**Basis:**

Sponsorship opportunities need to be explored and guidelines established for colleges and the System to more fully develop this revenue opportunity.

**Guidelines:**

- A. Be strategic, forging only those sponsorship agreements that are consistent with the image and values that define the colleges and the System. Do not compromise role and mission, student's right to have access to appropriate learning materials, academic freedom of the instructor, or the public image of the System/college. Exclusive use of an educational product would be the exception, not the rule.
- B. Be effective, differentiating between those sponsorship opportunities that will have system-wide benefit versus individual institutional benefit and pursuing each aggressively. Similarly, we should analyze whether we should bundle different opportunities either directly to vendors or to a consultant to represent the college/System with vendors. If a consultant is used, the fee should be reasonable.
- C. Identify and use the best single point of contact for contract negotiations on a case-by-case basis, taking into account college and system

experience and expertise, as well as the availability of assistance from qualified consultants, when warranted.

- D. Be efficient, assuring that system-wide implementation of marketing sponsorship contracts takes into account local needs while creating economies of scale. Individual college participation will be decided on a case-by-case basis, requiring Board approval for each sponsorship.
- E. Ensure that individual vendor contracts are fairly negotiated, including, but not limited to, the following:
  - 1. Students and other customers pay no more for goods included in sponsorship agreements than they would on the open market. Minimum usage contracts should be carefully studied.
  - 2. Sponsorship opportunities should be as competitive as possible, using the competition to achieve the best possible opportunities for each college and the System as a whole.
  - 3. Final approval of terms given to vendor shall be disclosed in writing and are subject along with the final contracts to approval by System/college president or designee after appropriate consultation with students.
  - 4. The successful vendor is required to open its records for audit.
  - 5. Building naming rights requires Board approval under Board Policy 16-50.
- F. Require strict compliance with the Governor's Code of Ethics and Board Policy, both of which prohibit conflict of interest between vendors and staff who recommend sponsorship, including full disclosure to the college/system president of promotional gifts and other incentives.
- G. Require that sponsorship revenues received by the System, colleges or their respective foundations are used to directly support the college/system, or indirectly benefit the college/system through scholarships, program support, access, professional development and services and activities which shall improve student learning. Ensure that contracts with sponsors do not obligate the State Board/college to continue financial support, which exceeds the life of the sponsorship funds.