

# Sponsorship of Outside Events: Checklist

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## UW Sponsorship Evaluation Checklist

### Initial Considerations

- ☐ Does the event clearly advance the University's mission or business purpose?
- ☐ Is the sponsorship aligned with the department's strategic goals?
- ☐ Is there a strong constituency interest (e.g., honoring a UW supporter, Regent, employee, or student)?

### Type of Sponsorship

#### Community Charitable Event

- ☐ Is UW's involvement justified by a strong community or institutional interest?
- ☐ Has the financial commitment been scaled appropriately?
- ☐ Has prior approval been obtained from the President, Provost, or Dean?

#### Regional/National Organization Event

- ☐ Is there a key working relationship with the organization?
- ☐ Has prior approval been obtained from the President, Provost, or Dean?

#### Commercial Sponsorship

- ☐ Will UW receive definable value (e.g., advertising, signage, tickets)?
- ☐ Are risks of support (e.g., failure to deliver value, negative publicity) acceptable?
- ☐ Is the transaction properly documented with an agreement outlining benefits of sponsorship?
- ☐ Can assurance be made that the sponsorship will not be recorded as a "donation"?

#### Political Fundraising Event

**No funds or other resources or facilities of the University may be used to support political candidates or parties or to attend political fund-raising events.** University employees may attend such events at their own expense or as guests of others (subject to ethics limitations), but institutional funds may not be used.

#### Internal UW Fundraising Event

- ☐ Is support between departments thoughtfully limited?
- ☐ Is monetary support required?
- ☐ Could complimentary tickets be used instead?

### Funding Source

- ☐ Can you assure that tuition dollars or student fees will not be used as a funding source?
- ☐ Is the funding source appropriate (e.g., discretionary gift funds)?
  - If using gift funds:
    - ☐ Would the use of the funds this way advance UW's mission?
    - ☐ Is it a thoughtful use of the funds?
    - ☐ Would the donor(s) support the funds being used in such a manner?

### Coordination and Distribution

- ☐ Has the department checked for overlapping commitments with other UW units to avoid double sponsorship?
- ☐ Are received benefits (e.g., tickets, meals) distributed in line with UW asset policies?
- ☐ Is there a clear University purpose for employee attendance?
- ☐ If personal benefit is high, is there a structured distribution method (e.g., award system)?

## Conflict of Interest

- ☐ Does the decision-maker have a relationship with the organization?
- ☐ If yes, has the decision been delegated to someone else?

When the University receives goods or other benefits (event tickets, meals, etc.) as part of a transaction, units should be sure these items are used or distributed in the same manner as other University assets. Specifically, care should be taken to see that these items are used primarily for the benefit of the University, with only incidental, if any, private benefit for University employees, their spouses, or others. These questions often require a case-by-case examination, but this should include an honest assessment of whether the University employee (and, in some cases, spouses, or others) attending the event will be doing University work at the time. For some events, the purpose of the ticket received by the UW is to get the employee to a place where he or she is expected to perform official duties; the employee's meal and the speeches or entertainment he or she hears are truly incidental to that work. Attending such an event serves a valid University purpose. Where the ticket received by the University is for another type of event, such as attending a concert or a baseball game, a realistic assessment may conclude that the ticket's personal value to an employee would be high, while the University work to be done would be relatively minimal. Under those circumstances, it would be better to distribute the ticket as part of a structured employee award system rather than giving them out via a less formal method.

## QUESTIONS?

Contact CAS Advancement Services at [casadser@uw.edu](mailto:casadser@uw.edu)