

Sponsorship Guidelines

In 2014 The Ohio State University launched a new process to collect information on external sponsorship requests. Depending on the level of sponsorship and/or number of units involved, there is a review and approval process. At this time, the process is intended to facilitate external sponsorship requests that allow an opportunity for a presence of OSU representatives or provide a significant opportunity for a visual presence. Each college has a designated individual that may enter sponsorship requests at the university level.

College Process

While the above referenced process is primarily focused on external sponsorships, the College of Food, Agricultural, and Environmental Sciences process will address both external and internal event sponsorship. The overall intent is to coordinate sponsorships to leverage the college's engagement, either through a physical presence and/or through visual representation in programs or advertisements. The following outlines the process to follow when contacted about program or event sponsorship:

External Sponsorship

1. Unit receives a request to sponsor an event or program and or purchase a table for an external event or organization.
2. The request, regardless of dollar amount, is forwarded to cfaesdean@osu.edu with any known background or information about the event or organization. If you have a letter of request and/or sponsorship details, please attach to the email.
3. The request will be reviewed to determine if there is advantages to a college-wide sponsorship and to determine if the request must be submitted through the central university system.
4. Within 3-5 business days, a response will be sent to the unit outlining next steps and/or options.
5. Please attach email response to your eRequest so that the service center knows the sponsorship request has been reviewed.

Considerations

1. Regardless of requested sponsorship amount, the request should still be submitted as outlined above.
2. If a request meets or exceeds \$10,000.00 it will require additional university review – please allow 30 days for this process.
3. If a request meets or exceeds \$20,000.00 it will require approval by Presidents Cabinet – please allow 30-45 days for the complete review and approval process.

Advertising in Publications

If an Associate Dean, Department Chair, School or Institute Director or support unit Director is contacted to purchase an advertisement in a **newspaper, trade/association or similar publication** (online or printed) please submit following the external sponsorship process. If the request is at a local/ county level, it is not necessary to submit.

Internal Sponsorships

From the university perspective, internal sponsorship of events and programs or advertising in publications produced by a department, unit or student group do not require submission or approval. Likewise, the college does not require departments or units to submit these requests for college-wide engagement, at this time. One exception:

Exception: Sponsorship of the annual **4-H Foundation** fundraising event will be coordinated at the college-level. If your office receives a request to sponsor/support, please submit the request following the external sponsorship process.

Frequently Asked Questions

If a table is purchased for an event as part of the sponsorship, who determines the invitee list?

These decisions will be made by the entity providing the sponsorship. If a department, unit or program is the sole sponsor, then they would make the determination. For college-wide sponsorships, invitees are identified and coordinated by our Advancement Office.

A student organization has requested that we sponsor an advertisement and/or support an event/activity.

You are encouraged to support those efforts based upon your budget and how you best see it aligning with your priorities. It is not necessary to submit for review.

Do county Extension offices submit requests in the same manner?

The only time a request should be submitted following the external process is if it is a non-OSU event and if the sponsorship supports a conference (advertising) or the purchasing of a table(s) for organization representatives to attend.

Who do I contact for more information?

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES