

Request for Sponsorship

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 for university level approval.

University Definition

Sponsorships are university-based financial support of external non-profit organizations or events that:

- Align with the mission of the university and those of its colleges or units;
- Are relevant across the university;
- Enhance the quality of life and meaningful partnerships in the local community; and
- Raise the profile of the university within the community.

College Process

While the above referenced definition and process is primarily focused on external sponsorships, the College of Food, Agricultural, and Environmental Sciences process will address both external and internal event and publication 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 bowman.978@osu.edu **at least 4 weeks in advance of the event** (or as soon as possible) with any known background or information about the event or organization. If there is a letter of request and/or other documents regarding the sponsorship details, please attach to the email. At minimum, the following details are needed:
 - Name of Organization
 - Event Name
 - Reason for Request (254 characters or less)
 - Date of Event
 - Department/Unit Requesting Sponsorship
 - Cost
3. The request will be reviewed to determine if there are advantages to a college-wide sponsorship and to determine if the request must be submitted through the central university system for approval.
4. Within 3-5 business days, a response will be sent to the requesting unit outlining next steps and/or options.
5. Upon initiating payment, please attach the college's 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 it will require additional university review – please allow 30 days for this process.

3. If a request meets or exceeds \$20,000 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 follow the external sponsorship process. If the request is at a local/county level, it is not necessary to submit through the external sponsorship process.

Internal Sponsorships

Per university guidelines, internal sponsorships for 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 review, 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 this event, please follow 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 or the Vice President's Administrative Cabinet.

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 they align with your priorities. It is not necessary to follow the external sponsorship process.

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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