Sponsorships

Valerie Gill
University Director of Sponsorships, Licensing, & Trademarks
Office of Sponsorships

• History
  • Office established in 2016
  • Policy forthcoming

• Office Staff
  • Valerie Gill, Director
  • Erica De Santis, Assistant Director of Sponsorships
  • Misty Carl, Sponsorship Coordinator
Sponsorship

A sponsorship is a relationship/agreement with an external entity where that entity provides money, products, or services to a University entity, and in return, the entity receives acknowledgement of the sponsorship on University marketing collateral or other return benefit.
What we do:

• Provide valuable resources to units to increase efficiency and revenue
• Track sponsorships to leverage and enhance revenue opportunities
• Provide contract templates and a source for contract review & legal protection
• Support units with contract negotiation
• Provide a consistent process for revenue tracking, receipt and distribution
What we do continued:

• Assist in identifying tax implications
• Identify opportunities to leverage resources that could provide assistance to smaller units in the form of best practices, shaping sponsor relationships
• Avoid conflicts with existing University contract and exclusivity issues
• Strengthen corporate partnerships as appropriate
• Support units with specialized sponsorship expertise or needs
• Achieve efficiency of scale by leveraging the University’s strong image
Next Steps include:

- Draft policy and procedures
- Gathering information
- Developing a Sponsorship Toolkit containing:
  - Proposal templates
  - Tier templates
  - Agreement templates
  - Guide documents and examples

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Please contact the Sponsorship Office if your unit is engaging Sponsorships with money or goods/services coming into the University.

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