

Sponsorship Management Policy					
<b>Approval Level</b>	Board of Governors				
<b>Approval Date:</b>	2026 05 13	<b>Revised Date:</b>	n/a	<b>Review Date:</b>	2027 05 13
<b>Responsible Portfolio/Unit/Committee:</b>	External Relations/Advancement				
<b>Responsible Officer(s):</b>	Director, Advancement				

### 1.0 Purpose

NOSM University takes a sponsor-centric approach to sponsorship that aligns with its mission, values, and Conflict of Interest Policy. This approach ensures that sponsorship opportunities advance the University’s institutional priorities while also meeting the interests and expectations of prospective sponsors.

The Sponsorship Management Policy establishes a consistent and coordinated framework for the identification, solicitation, cultivation, and stewardship of sponsors across the University. It clarifies the role of the Advancement Unit in developing and presenting funding proposals and outlines when and how the Unit must be engaged in the sponsorship process.

The Policy also defines the criteria for appropriate sponsorship relationships and identifies circumstances in which the University will not pursue or engage with certain donors or sponsors.

### 2.0 Scope

This Policy applies to all NOSM University Community Members involved in any aspect of acquiring sponsorships for NOSM University events and activities.

This Policy does not apply to CPD-accredited events and activities, which are governed by separate CPD sponsorship policies and accreditation requirements.

### 3.0 Definitions

For the purposes of this Policy:

TERM	DEFINITION
Donor	A donor is a person, organization, or business that voluntarily gives money, goods, services, or other support to a cause, institution, or individual.

Donor Stewardship	Honouring, respecting, and thanking the donor properly in accordance with the terms of the sponsorship agreement.
Event Committee	includes any group or unit planning an event.
NOSM University Community Member	Members of the NOSM University community include, but are not limited to, staff, faculty, professional staff, librarians, Board members, stipendiary faculty, learners (i.e. postgraduate medical residents, undergraduate medical students, health sciences students or residents), all visiting learners, volunteers, visitors, observers and third-party contractors while they are acting in a capacity defined by their relationship with the University, as well as institutional administrators and officials representing NOSM University.
NOSM University Event	A NOSM University project, event, or initiative is defined as an activity organized by any NOSM University Community Member. Events may be held on- or off-campus or virtually.
Sponsorship	A mutually beneficial agreement or contract between the University and an external organization, company, or enterprise where the external organization contributes funds, goods or services in kind to a program, event, or activity in return for acknowledgement, recognition or other promotional consideration. Sponsors are not given a charitable income tax receipt as they receive benefits in return.
Sponsorship Agreement	A required agreement that formalizes the sponsorship of a NOSM University Event.

## 4.0 Procedure

### 4.1 Prospect Approval through the Advancement Unit

All sponsorship relationships must be negotiated and approved in accordance with the Financial Delegated Authorities Policy and any other applicable procurement or financial policies or procedures. NOSM University Community Members seeking sponsorship for an event shall submit a Sponsorship Request to the Director, Advancement through the sponsorship portal, using the appropriate templates including:

- A formal letter to the potential sponsor; and
- A sponsorship package clearly defining the benefits of sponsorship.

Approval of potential sponsors shall be determined by the Director, Advancement prior to being approached by any NOSM University Community Member.

The following factors shall be considered:

- a) Current status and potential as a prospective donor or sponsor;
- b) University affiliations;
- c) Interest in a particular area/project approved for funding;

- d) The potential sponsor's giving record to the University;
- e) Current cultivation and solicitation activity;
- f) The amount to be requested and the sponsor's potential for giving;
- g) The purpose and priority of a project for which a sponsor is solicited;
- h) The sponsor's giving record external to the University;
- i) A sponsor's donations policy and budget, when applicable.

Questions or difficulties related to sponsorship approach management shall be reviewed through open consultation with all directly affected parties, as well as the President, Vice-Chancellor, Dean and CEO.

All sponsorship arrangements must be in writing and clearly establish the terms and obligations through a Sponsorship Agreement. The Associate Vice President, External Relations or delegate must sign the Sponsorship Agreement.

Sponsorship approach coordination with a prospective sponsor must align with the terms of the Sponsorship Request and the approved Sponsorship Agreement.

The Advancement Unit will provide the event committee or group with the Sponsorship Package Template and other supporting templates to facilitate an approved sponsor solicitation as well as any contact information and prior gift history where appropriate.

## 4.2 Sponsor Recognition and Stewardship

- 4.2.1 Sponsor recognition and stewardship remain the responsibility of the University and the Event Committee. Sponsor recognition will be approved by the Advancement Unit and may include, but is not limited to, recognition publications, events, and/or other stewardship activities.
- 4.2.2 The Event Committee will recognize and thank sponsors in accordance with the agreed-upon appreciation strategy and ensure that gifts are used as intended by the sponsor.
- 4.2.3 The Event Committee will provide the Advancement Unit with copies (electronic or hard copies) of letters of thanks and recognition sent to the sponsor. Letters of appreciation will be sent to sponsors within two (2) weeks following the event.
- 4.2.4 Communications, including but not limited to event invitations, stewardship calls and visits, to sponsors who have given to NOSM University will be coordinated with all relevant parties to ensure a clear and consistent understanding of the relationship between the sponsor and the University.
- 4.2.5 NOSM University's logo shall only be used with the written permission of the Manager, Marketing Communications.
- 4.2.6 Charitable donation receipts will not be issued by NOSM University for any sponsorship of events in accordance with Canada Revenue Agency (CRA) guidelines.
- 4.2.7 Management of the sponsorship funds is the sole responsibility of the Event Committee, in accordance with University financial policies.

#### 4.3 Due Diligence

Sponsorships will not be accepted from organizations whose reputation, products, or services could harm NOSM University's reputation or contradict its values, mission and/or institutional policies. Examples of prohibited sponsors are outlined in Section 4.5.

If, after a sponsorship has been approved or initiated, information comes to light that may reasonably be expected to bring disrepute to NOSM University or conflict with its values and mission or policies, the University reserves the right to revoke or modify the sponsorship following consultation with the Planning and Risk Management Unit.

#### 4.4 Conflict of Interest

All individuals involved in sponsorship activities must declare any actual, potential, or perceived conflict of interest prior to engaging in sponsorship discussions or entering into agreements.

A conflict of interest exists where there is a potential divergence between a NOSM University Community Member's personal interests and their obligations to the University, such that an independent observer would reasonably question whether their behaviour or decisions are in any way motivated by personal interests, financial, or otherwise.

#### 4.5 Prohibited Sponsors:

NOSM University is committed to maintaining its reputation and aligning its values and mission. As such, the University will not accept sponsorships from organizations whose reputation, products, or services could harm the University or contradict its values and mission.

Sponsorships will not be accepted from organizations involved in the following:

- Organizations with an unacceptable societal impact on health including companies that manufacture or distribute tobacco, marijuana or alcohol.
- Organizations involved in armaments and tools of war or violence including companies that produce weapons and weapon systems such cluster munitions and anti-personnel landmines.
- Organizations whose policies, practices or records on human rights and labour standards fall below recognized standards including those identified by Ethical Investment Research and Information Service ("EIRIS").
- Companies involved in adult entertainment or gambling.
- Broadcasting news or publishing organizations primarily engaged in deliberate misinformation, inciting religious or racial hatred, creating social division or undermining social cohesion.
- Organizations that consistently damage the environment or are widely regarded as environmentally unsound.
- Organization in breach of internationally recognized conventions on biodiversity or those in energy intensive industries, that are not contributing positively to addressing climate change.
- Organizations that do not maintain workplace health and safety policies that meet minimum standards in the relevant jurisdiction or that continuously breach those standards.

- Pharmaceutical and biotechnology companies that present a potential conflict of interest with NOSM University's ethical values.

Additionally, if information comes to light after a sponsorship has been approved or initiated that may reasonably be expected to bring disrepute to NOSM University or conflict with its values and mission, the University reserves the right to revoke or modify the sponsorship.

#### 4.6 Signing Authority:

All Sponsorship Agreements need to be signed by a representative of the sponsor and by the Associate Vice President, External Relations.

### 5.0 Responsibility

The Advancement Unit is responsible for:

- Ensuring the coordination and approval of the potential sponsor list are completed.
- Ensuring sponsorship activities are in compliance with this Policy.
- Providing oversight for sponsor recognition and stewardship.

NOSM University Community Members are responsible for:

- Ensuring they are familiar with this Policy and the processes contained within.
- Ensuring they engage with the Advancement Unit 6-12 months in advance of sponsorship for an approved NOSM University Event.

### 6.0 Related Documents

- Sponsorship Agreement
- Sponsorship Package Template
- Investment Policy
- Conflict of Interest with Commercial Entities Policy
- Income Tax Act and Canada Revenue Agency (CRA) guidelines for charitable organizations
- Ontario Not-for-Profit Corporations Act (ONCA)

### 7.0 Getting Help

Questions regarding the interpretation of this document should be directed to:

Director, Advancement at [advancement@nosm.ca](mailto:advancement@nosm.ca)