

<b>Procedure:</b>	Corporate & Organizational Sponsorship Procedure	<b>Procedure No.:</b>	GA2012.5
<b>Delegated Authority:</b>	College President	<b>Associated Policy Reference No.:</b>	GA2012
<b>Procedure Owner:</b>	<i>Vice President for Academic Affairs</i>	<b>Responsible Party:</b>	<i>Director of Marketing, Communications &amp; Public Information</i>
<b>Approved:</b>	August 20, 2024		
<b>Revised:</b>			

## Purpose

This procedure provides guidance and clarity on types of external events and organizations the College may support through corporate partnerships and advertising opportunities.

## Statement of the Procedure

As the Community's college, SUNY Broome takes pride in partnering with area organizations and events to strengthen the College's brand, reach, and local presence.

Corporate sponsorship requests are considered and reviewed by the Office of Marketing and Communications (MarCom). MarCom will strategically seek corporate partnerships and advertising opportunities which enhance SUNY Broome's name recognition, promote its programs, and provide valuable marketing for the institution.

Corporate and organization partnerships must adhere to the following guidelines:

- Align with the College's mission, values and strategic plan
- Support the College's goals of enrollment and recruitment
- Be geared toward the College's target demographic of prospective students and their families
- Provide the College opportunities for advertising, exposure and interaction with the larger community

The College reserves the right to decline sponsorship for any reason.

If and when the College receives event tickets and/or other promotional items as part of a corporate or organizational partnership, these items will be distributed at the discretion of the President. Small quantities of tickets may be distributed to employees and/or students who wish to attend the event and represent the College. Larger quantities of tickets will be raffled off, at random, to interested employees and/or students, or used to support a SUNY Broome Foundation event which supports the college.

## Related Policies (by number)

GA2012 Marketing and Communications Policy

**To whom it applies (title or department)**

This procedure applies to the College's faculty and staff, students, and affiliates.

<b>Action</b> <i>(Created, Reviewed, Retired)</i>	<b>Date</b>	<b>Initials</b>	<b>Position Title</b>
<i>Created</i>	08/09/2024	KG	<i>Director of Marketing, Communications &amp; Public Information</i>