



COLORADO COLLEGE

Office of College Events

External Organization Sponsorship Guidelines

PURPOSE: To provide clear guidelines for departments requesting to sponsor an external organization's use of the Colorado College campus for an event.

SCOPE: These guidelines apply to all departments that request to sponsor an external organization hosting an event on campus.

GUIDELINES:

1. To best steward our resources, the College should not provide more than \$95K in sponsorship value per fiscal year to outside parties for using campus for non-CC events. This number may be reconsidered annually.

To distribute these funds equitably, the total sponsorships approved for all academic departments shall be limited to \$40,000 per fiscal year. The total sponsorship approved for all non-academic departments shall be limited to \$55,000 per fiscal year (\$40K administrative, \$10K FAC, \$5K CCE). Standard venue rates will apply to any additional events hosted at Colorado College by a previously sponsored external organization in the same fiscal year. In addition to the cost of the space, factors to be considered when approving sponsorships include: the venue requested, size of the event, whether sponsorship requests from other departments are anticipated, whether the college has resource capacity to host the event, and the time remaining in the fiscal year.

2. The purpose of the external organization must align with the purpose or mission of the sponsoring department; this alignment must be detailed in the sponsorship request form. Organizations except for sponsorship are those who meet the C4C requirement at Robson arena.
3. The sponsorship value for a sponsored event only applies to space and is based solely on the venue rental rate(s) Colorado College has determined for such space(s). Additional costs such as, but not limited to, audiovisual services, facilities support, catering, staffing, or parking are ineligible for sponsorship.
 - a. Note: Venue rates are updated annually based on factors such as maintenance, inflation, labor, technology, and demand.
4. Using the determined value of the requested space(s), the following sponsorship rates will apply:
 - a. If the venue rental value is \$6,000 or less, the sponsorship will cover 100% of the venue charges for the event.
 - b. If the venue rental value is between \$6,001 and \$18,000, the sponsorship will cover 50% of the venue charges for the event.
 - c. If the venue rental value is over \$18,001, the sponsorship will cover 25% of the venue charges for the event.
5. The sponsoring department must designate at least one (1) employee to be present for the duration of the event, to include set-up and tear-down. The individual(s) who will be present must be identified on the sponsorship form, and any subsequent changes must be promptly communicated to College Events. Failure to have a staff member present for the duration of the event will result in the denial of future sponsorships.



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6. If the sponsored external organization sells tables for its event to the public, the external organization shall provide one table to Colorado College free of charge.
7. Academic department form submissions will be round to the relevant Department Chair, followed by the Dean of the Faculty, for review and decision. Non-academic department submissions will route to the Chief of Staff, the Vice President for Finance and Chief Financial Officer, and the Assistant Vice President for College Events for review and decision.
8. If an external organization's purpose fully aligns with Colorado College's core mission, the external group does not need to identify a sponsor. The Vice President for Finance/Chief Financial Officer and the Chief of Staff will jointly determine whether an external group's purpose fully aligns with Colorado College's core mission.
 - a. Examples of approved external organizations whose missions fully align with Colorado College are the Women's Educational Society (WES), Women's Club of Colorado (WCCS), the Martin Luther King (MLK) Celebration committee, Educating Children of Color (ECOC), and African American Youth Leadership Conference (AAYLC).
9. The sponsorship form must be completed and submitted no later than 30 days prior to the event.

PROCEDURE:

1. Approval:

When a department is considering hosting a sponsored event, it should contact the Events team at events@coloradocollege.edu. The Events team will provide the department with the sponsorship form, which must be completed and delivered to the Events team by the sponsoring party before the Events team can move forward with the event.

For academic department, the department chair and the Dean of Faculty must approve all sponsorships. The Dean of the Faculty manages the annual sponsorship allotment for academic divisions to ensure it is not overspent in any fiscal year.

The Departmental Cabinet Member, Assistant Vice President for Events, Vice President for Finance/Chief Financial Officer, and Chief of Staff approve all sponsorships for non-academic departments.
2. Form Completion & Review: College Events will send the sponsorship form for completion via Adobe Sign. Academic department form submissions will be round to the relevant Department Chair, followed by the Dean of the Faculty, for review and decision. Non-academic department submissions will route to the Department's Cabinet Member, the Chief of Staff, the Vice President for Finance and Chief Financial Officer, and the Assistant Vice President for College Events for review and decision. Once the event has been fully approved, the sponsoring department will receive a copy of the signed sponsorship agreement and is responsible for notifying the external organization. Once the event has been fully approved, the sponsoring department will receive a copy of the signed sponsorship agreement and is responsible for notifying the external organization.
3. Invoicing:

After approval, College Events will apply the sponsorship value to the external organization's cost estimate and final invoice.