



UNIVERSITY
OF WYOMING

SPONSORSHIP Toolkit

INTRODUCTION

Sponsorships are an effective tool for campus units to use with companies and organizations to support the University of Wyoming. These engagement opportunities provide mutual benefits to the University of Wyoming and the sponsoring organization—offering financial support to your UW unit and an opportunity for the organization or company to be publicly recognized as a supporter of a university event, activity, or program.

The UW Foundation is here to help facilitate the development and execution of a sponsorship opportunity for your event or program. This toolkit is designed to offer guidance to UW colleges, departments, and student organizations in crafting sponsorship opportunities. We invite you to submit your sponsorship opportunity for review and to access UW Foundation tools including a personalized payment website for your sponsorship.

For more information on industry engagement on campus, please visit corporate.uwyo.edu.

SPONSORSHIPS DEFINED

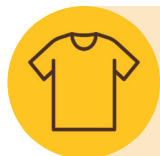
Broadly speaking, sponsorships can be categorized as either qualified or nonqualified. These distinctions, although nuanced, dictate whether an organization's goals and intentions align with charitable (tax-deductible) status or are classified as advertisements (not tax-deductible) according to IRS guidelines. Occasionally, sponsorships may encompass elements of both categories, and our aim is to simplify the process of creating sponsorship opportunities. Let's explore the various types of sponsorship opportunities together. Whether it is qualified, nonqualified, or a hybrid of the two, the UW Foundation can assist in crafting language and processing instructions to ensure an easy experience for both you and your sponsors.



QUALIFIED SPONSORSHIP (RECOGNITION ONLY - PHILANTHROPIC INTENT - GIFT)

Qualified sponsorships are those where the sponsoring organization is primarily receiving acknowledgment for their support of an event, activity, or program. The support is characterized by its philanthropic nature. While a UW program may offer benefits to the sponsor, these benefits do not constitute a significant return (as defined by the IRS) to the sponsoring organization. Qualified sponsorships may be eligible for tax deductions according to IRS guidelines.

EXAMPLES



Display the logo in print and digital formats of the sponsor of an event or activity.



Verbal acknowledgement or recognition of an organization's sponsorship of an event or activity as part of the program.



Sponsor participation in programming offered by the UW entity being supported by the sponsoring organization.

NONQUALIFIED SPONSORSHIP (ADVERTISING - QUID PRO QUO - NON-GIFT)

Nonqualified sponsorships are those where the sponsoring organization is receiving goods or services in return for their support of a UW event, activity, or program (including the cost per plate at a dinner). This is classified as direct advertising, but it also encompasses payments to an organization that come with conditions related to event attendance or interactions with the sponsoring organization's products and/or logo. Acknowledgments or recognition are not considered advertising.

EXAMPLES



When explicitly advertising a sponsor's product or in exclusive provider arrangements, the sponsor's product is described as better than or preferred. A provider arrangement limits the sale, distribution, availability, or use of competing products. It generally results in substantial return benefit for the sponsor.



The rights to an intangible asset of your organization include those of a UW trademark, patent, logo, or designation.



Exclusive provider access and sponsorship offers sponsor's goods and access to facilities or events, services, or other privileges. Additionally, the sponsor arrangement is such that the provider is the only sponsor of its kind to sponsor the event.

FOUR EASY STEPS TO BUILDING A SUCCESSFUL SPONSORSHIP OPPORTUNITY

- 1 Read the Sponsorship Toolkit
- 2 Develop a sponsorship package. Need help? See below for additional tips.
- 3 Submit your sponsorship package to the UW Foundation for review to confirm tax-deductible features and to create a custom website for sponsors to process their sponsorship payment (https://gopokes.formstack.com/forms/sponsorship_intake_form). The UW Foundation asks for the materials to be submitted no later than six weeks before the proposed event date, ensuring sufficient time for review and the custom website's creation.
- 4 Promote sponsorship opportunities and secure sponsorship support. Unsure where to start? See below for additional assistance.

Provided below are more resources to assist in the components listed above.

DEVELOP A SPONSORSHIP PACKAGE

What is a sponsorship package? It's a combination of two documents—Sponsorship Levels and a Sponsorship Letter—designed to be both persuasive and informative, aiming to attract potential sponsors. Ideally, this package can be delivered in either digital or physical form. Below, you'll find the specifics for creating a compelling sponsorship package.

1 Sponsorship Levels

Look over your program or event budget and determine appropriate sponsorship levels. Develop a document that represents your event or program and describes offerings for the available sponsorship levels.

Outline what you can offer as benefits for each tier or level offered. Keep in mind that benefits may be eligible for a tax-deduction for the sponsor. See Sample Sponsorship Levels (page 5) for more information or ask a member of the UW Foundation for help by emailing uwcorporate@uwyo.edu.

SAMPLE SPONSORSHIP LEVELS	COPPER (up to \$999)	SILVER (\$1,000-\$4,999)	GOLD (\$5,000+)
Name of entity is listed as sponsor for the event*	✓	✓	✓
Logo is included in programs and event merchandise*		✓	✓
Verbal acknowledgement as general sponsor for event*		✓	✓
Receives invitation to participate in event or program*		✓	✓
Verbal acknowledgement as top sponsor during the event or program*			✓
Explicit advertisement for product or service**			✓
Receives exclusive access to the event or program such as speaking during the event or program**			✓

*qualified for tax purposes
 **nonqualified for tax purposes



2 Sponsorship Letter

A key component for any sponsorship opportunity is a letter or a brief description to introduce your event or program. This is your opportunity to convey why the sponsorship opportunity is a worthwhile investment. Components would include the following:

- a detailed description of the event or program,
- who it impacts and the specific measurable outcomes,
- point of contact for any questions, including the name, title, and contact information,
- website information where a sponsor can learn more about the program or event (if applicable), and
- payment options that include the following:
 - » Give by Mail
UW Foundation
Marian H. Rochelle Gateway Center
222 South 22nd Street
Laramie, WY 82070
 - » Give Online
The UW Foundation will provide you a custom link for your event.

The UW Foundation welcomes the opportunity to review and provide feedback on any materials ahead of the distribution to potential sponsors.



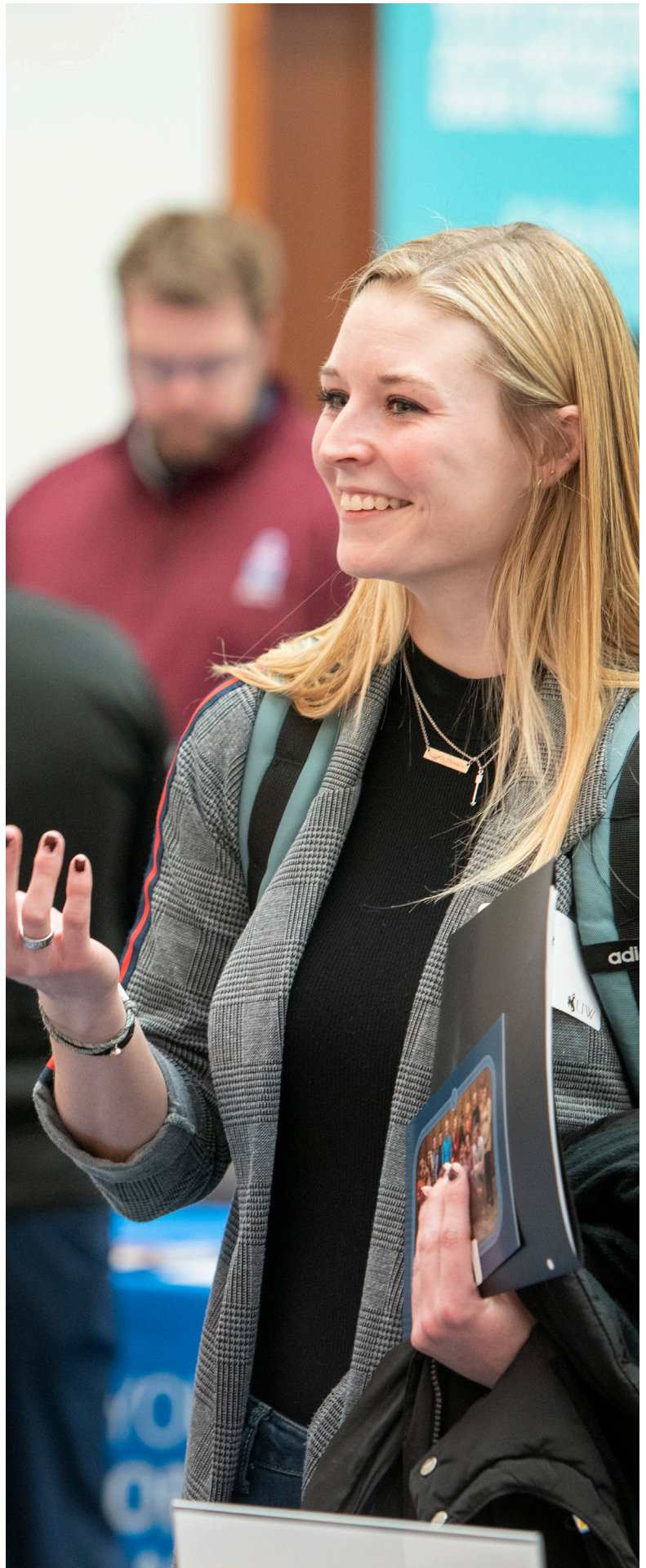
PROMOTE THE SPONSORSHIP OPPORTUNITY

Now that you have your sponsorship package ready, it's time to approach potential sponsors! Before reaching out, it's crucial to compile a prospect list. The UW Foundation welcomes you to share this list and offers guidance on maximizing your success in securing sponsorships and expanding your prospects list.

To populate a prospect list, consider the following.

- Who are the companies that would be ideal candidates? Think of industries that your organization appeals to and who would find this opportunity of interest.
- For Registered Student Organizations, check out your national website. They often have tips for organizations that are national partners and would consider supporting at the local level.
- What are your department's existing relationships?

The UW Foundation stands ready to collaborate with UW colleges, departments, and units in devising tailored strategies to secure sponsorship for various events, activities, or programs. By leveraging our expertise and network, we are committed to facilitating mutually beneficial partnerships that advance the goals and initiatives of our academic community. Together, we can unlock new opportunities and foster lasting relationships with sponsoring organizations to support the continued success of the University of Wyoming.





Office of Industry and
Strategic Partnerships

CREATING CONNECTIONS

CULTIVATING PARTNERSHIPS

CATALYZING COLLABORATION

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