

# NIRSA Policy on Corporate Sponsorships

ADOPTED BY THE NIRSA BOARD OF DIRECTORS • JUNE 26, 2012

**N**IRSA SPONSORSHIPS PROVIDE ORGANIZATIONS AND corporations that have goals consistent with NIRSA's mission, vision and strategic initiatives, an opportunity to demonstrate their strong support for the higher education community and for recreation professionals who serve colleges and universities.

The NIRSA Policy on Corporate Sponsorships is designed and intended to provide guidelines for the NIRSA Executive Director, the Team at NIRSA Headquarters, and those member representatives acting on behalf of NIRSA with regard to NIRSA's corporate sponsorship efforts. The NIRSA Policy on Corporate Sponsorships does not apply to the sponsorship programs and efforts of the NIRSA Foundation, NIRSA Services Corporation (NSC), or the NIRSA Championship Series sports programs.

NIRSA sponsorships provide organizations and corporations that have goals consistent with NIRSA's mission, vision and strategic initiatives, an opportunity to demonstrate their strong support for the higher education community and for recreation professionals who serve colleges and universities. NIRSA appreciates the commitment of its sponsors, which helps to ensure that NIRSA continues to deliver the highest quality programs to its members. Funds or in-kind items received from corporate sponsorships, in exchange for appropriate recognition, defray a portion of expenses related to many member programs, products, and services or add value to an existing NIRSA program.

The primary interests served through corporate sponsorships are:

- Enhance and add value to NIRSA events, services, and programs;
- Defray costs associated with educational events and other programs that otherwise would be borne by attendees and members; and
- Provide an opportunity for sponsors to demonstrate their interest in and support for the mission of NIRSA, and of its members who serve institutions of higher education.

Opportunities for sponsorship include various components within NIRSA's Annual Conference & Recreational Sports Exposition, Institutes, Regional Conferences/State Workshops, Awards Programs, Webinars, Research/Surveys, Membership Incentive Programs, and other NIRSA activities, consistent with NIRSA's mission.

The following principles serve to guide the relationship between NIRSA and its sponsors:

1. NIRSA seeks corporate sponsorships to support NIRSA's mission, vision, values, and strategic initiatives.
2. NIRSA respects its members first and foremost. Membership objectives, if they are ever in conflict with sponsor objectives, take precedence.
3. Sponsorship programs, when overlapping with activities which are managed by NIRSA stakeholder groups (Committees, Faculty, Commissions, etc.), are built in collaboration with those stakeholder groups.
4. A sponsorship is a financial or in-kind contribution to NIRSA by any corporation or organization, either for-profit or not-for-profit, which provides support for NIRSA activities or programs.
5. NIRSA employees and directors will adhere to their respective Conflict of Interest Policy, Code of Conduct Policy, and Confidentiality Policy when engaged in sponsorship activities.
6. Direct solicitation of business is not allowed during the presentation of educational content.
7. All sponsors for national-level programs will be aligned with the Association through NIRSA Associate Membership.
8. Acceptance and management of a sponsorship is at the discretion of NIRSA's Executive Director who will periodically report to the Board on sponsorship activities.
9. NIRSA sponsorships are designed to avoid Unrelated Business Income Tax (UBIT); NIRSA Foundation and NSC sponsorship programs are leveraged when appropriate.
10. NIRSA does not endorse one corporation or organization over another, nor does NIRSA endorse any particular product, service, or idea of any sponsor. Inclusion of a sponsor logo or advertisement in online or print materials does not constitute endorsement.
11. Sponsorship support from products related to tobacco, alcohol, credit card, and firearms is not permitted.