

The Corporate Relations Policy of the UBC Commerce Undergraduate Society is to serve as a guide for handling all sponsorship matters for the Society. External relations with the business community are to be conducted in a fair, ethical, professional and unbiased manner at all times. Deviations from this policy are forbidden without prior consultation of the Corporate Relations Director, the Vice President External, and the President.

1) Sponsorship and Corporate Relations

- a) Sponsorship is defined as the exchange of services and/or material between the CUS and an external company, firm or organization
 - i) Sponsorship is composed of, but not limited to, the following receivables:
 - (1) Monetary support
 - (2) In-kind donations
 - (3) Representatives of an external company, firm or organization
 - ii) Sponsorship is composed of, but not limited to, the following deliverables:
 - (1) Logo exposure
 - (2) Advertising in print or online
 - (3) Exclusive events
 - (4) Networking opportunities
 - (5) Company profiling and representation
 - (6) Event access
 - (7) Speaking opportunities
 - (8) Priority options
- b) Corporate Relations is defined as interaction and communication between a representative of an external company, firm or organization and the CUS

2) Representation of the Commerce Undergraduate Society

- a) The following positions, councils, or committees shall be considered representatives of the CUS to the an external company, firm or organization:

- i) President
- ii) Executive Council
- iii) Corporate Relations Director
- iv) The Corporate Relations Team (the committee of the Corporate Relations Director) consisting of:
 - (1) Corporate Relations Managers
 - (2) Corporate Sponsorship Managers
- v) Any position within the CUS where a primary role is external or corporate relations
- b) While all representatives of the CUS are free to interact with an external company, firm or organization, it is understood that the Corporate Relations Director and the Corporate Relations Team shall act as the primary representatives of the CUS in all matters of sponsorship and/corporate relations unless deemed appropriate otherwise
- c) All agreements between a Sponsor and the Commerce Undergraduate Society shall be conducted by the UBC Alma Mater Society on behalf of the Commerce Undergraduate Society
 - i) No member of the CUS shall act as an agent of the Commerce Undergraduate Society and enter into a formal agreement with a Sponsor for the purpose of sponsorship
- d) All representatives of the CUS shall have a fiduciary duty to act in the best interest of the CUS and shall not allow any personal interests with a Sponsor to cause a conflict of interest

3) Classification of Sponsors

- a) Traditional Sponsor
 - a. Defined as a sponsor who consistently sponsors the CUS on an annual basis
- b) Non-traditional Sponsor
 - a. Defined as a sponsor who occasionally sponsors the CUS on an annual basis
- c) Restricted Sponsors
 - a. Defined as a Traditional or Non-traditional Sponsor
- d) Non-Restricted Sponsors
 - a. Defined as not a Restricted Sponsor and may or may not have sponsored the Commerce Undergraduate Society in the past

4) Communications

- a) For the purpose of ensuring strong, positive and respectful communication, the CUS shall maintain a one-contact system for all Restricted Sponsors
- b) No member of the Commerce Undergraduate Society shall contact a Restricted Sponsor for the purpose of corporate relations and/or sponsorship with the Commerce Undergraduate Society unless deemed appropriate otherwise by the Corporate Relations Director
- c) For the purpose of maintaining efficiency in communication within the services of the CUS, services or events where sponsorship is possible shall maintain a one-contact system with the Corporate Relations Team
- d) The one-contact system shall be governed and maintained by the Corporate Relations Team and the Corporate Relations Director

5) Access to the Restricted Sponsors

- a) If a member of the Commerce Undergraduate Society wishes to contact a Restricted Sponsor for the purpose of corporate relations and/or sponsorship, they must contact the appropriate member of the Corporate Relations Team as follows:
 - i) The Corporate Relations Manager assigned to an event or service
 - ii) The Corporate Relations or Sponsorship Manager associated with the firm in question
 - iii) The Corporate Relations Director
- b) All contact with the Restricted Sponsor shall be handled by the Corporate Relations Team unless deemed appropriate otherwise
- c) The Corporate Relations Director shall make available the list of Restricted Sponsors to all members of the Commerce Undergraduate Society

6) Non-Restricted Sponsor Contact and Sponsorship

- a) Any representative of the Society is free to contact any Non-Restricted Sponsor for the purpose of corporate relations and sponsorship
- b) If a Non-Restricted Sponsor shows continual interest with the CUS, that Sponsor may be deemed to be Restricted by the Corporate Relations Director
- c) If a representative wishes to approach a Non-Restricted Sponsor for sponsorship where the sponsorship sold by the representative may come into conflict with the deliverables of the

Corporate Relations Team, all sponsorship activity and relevant information must be made aware to the Corporate Relations Team and the Corporate Relations Director

7) Exclusions

- a) If the sponsorship and corporate relations objectives of any CUS service are vastly different from those of the CUS Corporate Relations Team, it shall operate independently from that of the CUS Corporate Relations Team
- b) In accordance with Section 7a, the procedures outlined in this policy are still in effect for all CUS services and the Corporate Relation Director, the VP External, and the President shall collectively determined which policies and procedures shall hold in this policy in the event an exclusion is to be made