

Sponsorships

Valerie Gill

University Director of Sponsorships, Licensing, & Trademarks



INDIANA UNIVERSITY



Office of Sponsorships

- History
 - Office established in 2016
 - Policy forthcoming
- Office Staff
 - Valerie Gill, Director
 - Erica De Santis, Assistant Director of Sponsorships
 - Misty Carl, Sponsorship Coordinator



Sponsorship

A sponsorship is a relationship/agreement with an external entity where that entity provides money, products, or services to a University entity, and in return, the entity receives acknowledgement of the sponsorship on University marketing collateral or other return benefit.



What we do:

- Provide valuable resources to units to increase efficiency and revenue
- Track sponsorships to leverage and enhance revenue opportunities
- Provide contract templates and a source for contract review & legal protection
- Support units with contract negotiation
- Provide a consistent process for revenue tracking, receipt and distribution



What we do continued:

- Assist in identifying tax implications
- Identify opportunities to leverage resources that could provide assistance to smaller units in the form of best practices, shaping sponsor relationships
- Avoid conflicts with existing University contract and exclusivity issues
- Strengthen corporate partnerships as appropriate
- Support units with specialized sponsorship expertise or needs
- Achieve efficiency of scale by leveraging the University's strong image



Next Steps include:

- Draft policy and procedures
- Gathering information
- Developing a Sponsorship Toolkit containing:
 - Proposal templates
 - Tier templates
 - Agreement templates
 - Guide documents and examples



Please contact the Sponsorship Office if your unit is engaging Sponsorships with money or goods/services coming into the University.

Sponsorship Office:

- Valerie Gill: vkgill@iu.edu
- Erica De Santis: edesanti@indiana.edu
- Misty Carl: mistcarr@iu.edu