

**FACULTY OF COMMUNITY  
SERVICES SOCIETY**



**SPONSORSHIP  
POLICY**

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Ammended September 22



The Faculty of Community Services Society Board of Directors  
amended this policy on September 22nd, 2023.

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## Preamble

This policy shall outline how the ED, Finance and Corporate Relations go about gaining sponsorships, corporate relations talk, and how to market the Faculty of Community Services Society (FCSS), the Faculty of Community Services (FCS) and Toronto Metropolitan University (TMU). This policy also outlines the Unity Card program and the types of sponsorship. No students shall seek any financial gain from this policy. This policy shall also outline how the ED Finance and Corporate Relations works with The Executive Director, Student Society Manager, and ED Communications and Marketing regarding contracts and marketing communications of the student society.

## 1.0 Definitions

### 1.1. Sponsor

1.1.1. Sponsoring something is the act of supporting an event, activity, or organization financially or through the provision of products or services. The individual or group that provides the support is transitioning it for the spotlight and brand recognition to potential consumers and audiences.

### 1.2. FCSS

1.2.1. The Faculty of Community Services Society (FCSS) is the official Board of Governors recognized student government organization within the Faculty of Community Services.

### 1.3. FCS

1.3.1. The Faculty of Community Services is the department that a series of nine schools belong to at the university.

### 1.4. TMU

1.4.1. Toronto Metropolitan University shall be referred to as TMU in this policy document unless defined.

### 1.5. Corporate Relations

1.5.1. Corporate Relations refers to the relationship between the brand and the student society.

### 1.6. Unity Card Program (UCP)

1.6.1 Refers to the card program the student society offers to its membership for local business showcases and discounts.

### 1.7. FOSC

1.7.1. Refers to the Frosh Orientation Spirit Committee, which is under the supervision of the Executive Director.

### 1.8. MUFA

1.8.1. Refers to the Memorandum of Understanding Financial Agreement between the Faculty of Community Services Student Society, Office of the Dean, Faculty of Community Services, and the University.

## 2.0 Process for Frosh

2.1. The process of gaining sponsorship for frosh must be conducted solely by the ED, Finance and Corporate Relations, and the Executive Director. All contacts are the responsibility of the ED, Finance and Corporate Relations to communicate and foster these relationships.

2.2. The ED, Finance, and Corporate Relations must follow the steps below to secure a maximum of six sponsors for each frosh week.

2.2.1. Updating the sponsorship brochure with information about the frosh events, the number of froshies, the total number of participants, including volunteers, and spotlight opportunities of significant events happening during the week.

2.2.2. Updating the sponsorship presentation with information about the frosh events, the number of froshies, the total number of participants, including volunteers, and spotlight opportunities of significant events happening during the week.

2.2.3. Updating the Corporate Relations Contact List with updated contact information depending on if the person changes in those certain brands for sponsorship opportunities.

2.2.4. Ensuring only the ED, Finance and Corporate Relations reached out, as the FCSS has a one-person contact rule for transparency and no confusion.

## 3.0 Process for Regular Academic Term

3.1 The ED, Finance and Corporate Relations shall create a standard sponsorship package presentation with the ED, Communications to ensure the FCSS Professional Branding is done correctly.

3.1.1. Once completed, the ED, Finance and Corporate Relations, and the ED, Communications and Marketing shall schedule a meeting with the Executive Director to get their approval.

3.2. The ED, Finance and Corporate Relations shall keep on record via a spreadsheet all the yearly returning sponsorship deals and corporate relations contacts.

3.2.1. The spreadsheet shall be outlined by the following from left to right:

3.2.1.1. Merge Cells with the title Student Society Corporate Relations Contacts.

3.2.1.2. In the row cells below, the following must display, Brand Name, Brand Advisor Full Name, Brand Email, Brand Phone Number, Brand Description, Past Events Sponsored, Items Given, Potential New Events, and Classification of Sponsors, which is defined more below in the section

3.3. The ED, Finance and Corporate Relations and the Sponsorship Committee shall go door to door at local restaurants and shops to encourage the expansion of the UCP.

3.4. The ED, Finance and Corporate Relations shall ensure at least two sponsors per each big blockbuster event.

3.5. The ED, Finance and Corporate Relations cannot sign sponsorship contracts without The Executive Director and Society Manager's approvals and signatures.

## 4.0 In-Kind Sponsors

4.1. The Student Society ED, Finance and Corporate Relations, and their Sponsorship Committee shall look at securing in-kind sponsors for significant blockbuster and medium-sized events.

4.2. In-Kind Sponsorship is the act of a local business giving the student society free merchandise, coupons, or food to expose the brand to a new audience.

4.3. Examples of getting in-kind sponsors would be DCC Live!, SLC Live!, international food festivals, and exam care buffets.

4.3.1. The ED, Finance and Corporate Relations shall coordinate with The Executive Director, ED, Communication and Marketing, ED, Culture and Wellness, ED, Academic, and ED, Events on supplying in-kind sponsors for their events.

4.4. The ED, Finance and Corporate Relations cannot sign sponsorship contracts without The Executive Director and Society Manager's approvals and signatures.

4.5. ED, Finance and Corporate Relations shall ensure that all contacts for in-kind sponsors are added to the list of active or not active sponsors the student society has worked with.

## 5.0 Financial Sponsors

5.1. Financial Sponsors mean monetary value being gifted to the student society.

5.2. Financial sponsorship may range in the following ways;

5.2.1. Cheque with a number on it.

5.2.2. Bank portal set up via Toronto Metropolitan Financial Services.

5.2.3. Snail Mail with Cash in the envelope.

5.2.4. Paying the deposit or down payment in renting a venue via a contract.

5.3. The ED, Finance and Corporate Relations cannot sign sponsorship contracts without The Executive Director and Society Manager's approvals and signatures.

5.4. Financial Sponsors are an essential part of expanding our presence that supports our mandate of providing student life to our students.

5.5. ED, Finance and Corporate Relations shall ensure that all contacts for financial sponsors are added to the list of active or not active sponsors the student society has worked with.

## 6.0 Giveaway Sponsors

6.1. Giveaway shall refer to any prizes awarded to a group of or a singular student in a binding contract that advertises a brand and gives more recognition to the student society and its students. Giveaways take place on social media as outlined in the student society Communication Plan. The ED, Finance and Corporate Relations must work with the ED, Communications and Marketing, ED, Events, ED, Academics, ED, Culture and Wellness, and The Executive Director on scheduling and creating giveaways.

6.2. The Faculty of Community Services Society (FCSS) shall start working on the following within the first year of having an income from the student levy.

6.2.1. Reaching out to large, medium, local and indie brands to grow our social media presence while having an opportunity to showcase their brand as stated in our Communication Plan.

6.2.1.1. Working with ED Communications and Marketing on giveaway projects on our Instagram and TikTok feeds.

6.2.1.2. Ensuring The Executive Director, ED, Finance and Corporate Relations and the student society manager sign the binding contract between the brand and the student society.

6.2.3.3. ED, Finance and Corporate Relations shall ensure that all contacts for giveaway sponsors are added to the list of active or not active sponsors the student society has worked with.

## 7.0 Promotional Sponsors

7.1 Promotional Sponsors shall refer to product placement in photos, posts, story videos, and blockbuster event recaps. Giving brand recognition to a brand from a monetary donation in ensuring the event happened.

7.2. The Faculty of Community Services Society (FCSS) shall start working on the following within the first year of having an income from the student levy:

7.2.1. ED, Finance and Corporate Relations coordinating with The Executive Director, and ED, Communications and Marketing on promotional sponsors, and what the brand wants to be a part of, so when communication is being communicated to the student body it shall be accurate.

7.2.2. ED, Finance and Corporate Relations shall aim to ensure there is at least one promotional sponsor for each blockbuster event.

7.2.3. ED, Finance and Corporate Relations shall ensure that all contacts for promotional sponsors are added to the list of active or not active sponsors the student society has worked with.

## 8.0 Legal Services

8.0.1. During Frosh Week and inter-faculty collaborative blockbuster events the student society shall work with TMU internal Legal Services to ensure that the location of set-up for the corporate brand sponsoring us is not affecting space needs of another sponsor of the university.

8.02 All contracts for sponsorships that involve an activity need to be approved by the university Legal Services.

8.03. All contracts need to be first reviewed by The Executive Director, and Student Society Manager, before proceeding to the university Legal Services.

## 9.0 What is FCSS

The Student Society shall use this to communicate with sponsors of what the student society is:

9.1. “The Faculty of Community Services Society at the Faculty of Community Services, Toronto Metropolitan University, is the largest Community Services undergraduate society in Canada in terms of its student population and operating budget. With a \$600,000+ budget and more than 9,000 undergraduate members, all of whom were admitted based on their strong academic performance, Changemaking qualities, determination, and well-rounded extracurricular involvement. FCSS strives to create opportunities for professional, social, mental health, and academic enhancement of the student experience.”

## 10.0 What is FCS

The Student Society shall use this to communicate with sponsors of what the Faculty of Community Services is:

10.1. “The Faculty of Community Services at Toronto Metropolitan University is Canada’s leading professional health and community care Faculty, maintaining an international reputation for excellence in research, learning, and unmatched global partnerships. The faculty has more than 9,600 students in Bachelors, Masters and Ph.D. programs, and boasts over 200,000 alumni in 70 countries.”

## 11.0 What is TMU

The Student Society shall use this to communicate with sponsors of what Toronto Metropolitan University is:

11.1. "Toronto Metropolitan University, established in 1948, is one of Canada's and Egypt's leading entrepreneurship, and student universities and is consistently ranked among the top three urban universities internationally. The university attracts 48,000 students from across Canada and Egypt and 140 countries worldwide to the heart of Downtown Toronto, and Cairo on two campuses".

## 12.0 Sponsor Classifications and Contacts

The ED, Finance and Corporate Relations shall maintain a Corporate Relations Contact Spreadsheet that is shared between the student society manager, and The Executive Director. To ensure a strong relationship with our sponsors, the FCSS has a one-contact system. If a student is not the contact for the sponsor, students may not contact that sponsor for anything to do with the FCSS (unless the ED, Finance and Corporate Relations gives them permission). The FCSS also maintains a one-contact system with any sponsorship-generating events. The one-contact system is governed by the ED, Finance and Corporate Relation and their committee team.

12.1. There are four classifications of sponsors:

- 12.1.1. Traditional Sponsors,
- 12.1.2. Non-Traditional Sponsors,
- 12.1.3. Restricted Sponsors, and
- 12.1.4. Non-Restricted Sponsors.

12.2. Traditional Sponsors sponsor the FCSS year after year for the same events or initiatives.

12.2.1. Traditional Sponsors are considered to be Restricted.

12.3. Non-Traditional Sponsors may not be every year, and decide to not fund the FCSS certain years.

12.3.1 Non-Traditional Sponsors are considered to be Restricted Sponsors.

12.4. If a student wants to contact a Restricted Sponsor, they must contact the Finance and Corporate Realties committee team by first going to the ED, Finance and Corporate Relations responsible for the event in question to get approval. Then the student must reach out to the Corporate Relations Manager (CRM) for the company, then the committee.

12.4.1. Any contact with the Restricted Sponsor will be handled by the Finance and Corporate Relations Committee Team (unless appropriate otherwise).



12.4.2. To learn which companies who are considered to be Restricted Sponsors, please speak to the ED, Finance and Corporate Relations.

12.5. Non-Restricted Sponsors are “everyone else” and most likely have not sponsored the FCSS in the past.

12.5.1. If a Non-Restricted Sponsor shows continual interest in sponsoring the FCSS in the future, that Sponsor may be deemed to be a Restricted Sponsor.

12.5.2. If a student is seeking sponsorship in the community, they must inform the ED, Finance and Corporate Relations who is being approached and for what purpose. This is to ensure that there are no potential conflicts between any current sponsors or deliverables.