

	POLICY	Motion No.	EXAF 1001-2021
	Sponsorship Criteria	Effective Date	04/20/21
		Responsible Department	External Affairs
		Attorney Review / Date	NA

Pennsylvania Highlands Community College is proud to support other community organizations and programs, when possible, in their initiatives when there is a clear rationale for support. The sponsorship should be tied to the mission of the College and/or the Foundation to ensure the best interest of the institution.

The College may provide monetary support, gifts in-kind (e.g., silent auction items), in-kind use of facilities, and event attendance and/or active employee volunteer participation for a program or organization.

Examples of acceptable rationale for support include the following:

1. Enabling strategic networking for purposes of fundraising, friend raising, recruitment, and forming mutually beneficial partnerships.
2. Raising the profile of Pennsylvania Highlands Community College by highlighting the College's achievements and position within the community.
3. Partnering with community leaders and organizations to achieve the College's strategic goals.
4. Professional, semi-professional, college, or multi-community athletic leagues or teams.
5. Complementing the College's or the Foundation's marketing and communication initiatives supporting capital campaigns or special celebrations and events.

Some initiatives are not eligible for support, including:

- Activities and events that directly benefit a political campaign or religious organization.
- Direct contributions to fundraising campaigns of non-profit organizations that provide no direct benefit (e.g., marketing) to the College.
- Support for any individual high school or local athletic team.

Approval for funding in any one year will not automatically guarantee ongoing or repeat funding in subsequent years.

Decisions regarding event sponsorships will be made by the President in consultation with Cabinet leadership.

Effective Date	Motion Number	Document Author	Description of Change
04/20/21	EXAF 1001-2021	President/Cabinet	Several modifications and clarifications
05/05/16			Title Change
02/22/11	EXAF 1001-2001	External Affairs	Initial Release