University Development Office
Sponsorship Quick Facts

Web Site Sponsorship - [UT Austin Web Sponsorship Guidelines]
• CSU's may place corporate logos on web sites as an acknowledgement.
• Logo cannot be larger than 160 x 120 pixels or larger than UT logo.
• No more than three logos per page.
• In the case of multiple sponsors, it may be appropriate to create a separate sponsor acknowledgement page to avoid clutter.
• No animation.
• Logo may link to corporate home page but not to any page with a call to action or sale of products and services

Qualified Sponsorship vs. Advertising Sponsorship - [Board of Regents Gift Acceptance Policy]
• Qualified sponsorship means payment of money, property or services is made with no arranged expectation of substantial return benefit to the funder.
  o Qualified sponsorship will be tax-free so long as the sponsor does not receive return benefits deemed to have a fair market value of more than 2% of the donation.
  o Acknowledgement, simple listing of name, logo, location = ALLOWABLE.
  o Product or service endorsement = NOT ALLOWED.
• Advertising sponsorship is created with the expectation of substantial return of benefits
  o Donations that could be considered paid advertising should be reported to the Office of the Controller for fair market valuation.
  o UT System has determined that $6.00 per 1000 unique visitors X the period of the sponsorship is the standard for determining advertising value, e.g.: A UT site has 8320 unique visitors per year and the one-year sponsorship price is $5,000. According to the formula, 8320/1000 unique visitors (8.32 X $6.00 = $49.92)/ $49.92 is less than $100 or 2% of the value of the one-year sponsorship; therefore the full value of the sponsorship is tax deductible.
  o Providing facility use or other privileges in exchange for sponsorship = ADVERTISING
  o Exclusive or non-exclusive rights to an intangible asset (logo, trademark, copyright, patent, etc.) = ADVERTISING.
  o Advertising = 35% tax on sponsor payment.

Linking to a Sponsor Company Site Through Its Corporate Logo
• Logo may link to home page or page with no product promotion.

UT Austin Logo Use - [UT Austin Trademark and Licensing Policy]
The official "burnt orange" is PMS (Pantone Matching System) 159.
• Longhorn Silhouette, Tower, Bevo, and Wordmark: Can't use without written approval from Craig R. Westemeier, Associate Athletics Director, Trademark and Licensing (cw@utexas.edu).
• Seal: Only use on official documents.
• Development professionals do not have the authority to grant corporate partners use of any UT Austin marks. The Office of Trademark and Licensing must approve Corporate or third-party use of UT Austin marks.
Corporate Presence on Campus - BOR Corporate Presence Policy

• Companies may not promote goods or services on campus except during one designated day each semester that is set by the president of the university.
• Company may not create, wear or distribute co-branded merchandise or apparel.
• Company may distribute small, inexpensive logoed gifts; The Office of the President has final determination of what is appropriate.
• Corporate logo may be tastefully displayed during a company-sponsored academic event. The Office of the President has final determination.

Academic Facilities - Category of Facilities

• Buildings owned by the UT System can only be used for programs directly related to the courses and mission of the university.
• System buildings are not open for assembly, speech, or other activities as are the public streets, sidewalks, and parks.
• Only the Chancellor or his delegate can authorize joint sponsorship of a UT System building.
• Alcohol is not allowed in academic facilities except during approved events sponsored by UT Austin and approved by the president. Please contact Dr. Michael Kerker, Associate Vice Provost (mkerker@austin.utexas.edu) for approval of alcohol use.

Special Use Facilities - Special Use Facilities

• The president may designate specific facilities, such as special event centers, conference centers, concert halls, theaters, or auditoria, as special use facilities.
• Special use facilities may display corporate advertising, product demonstrations and distribution.
• Special use facilities may serve alcohol.
• Special use facilities include The Texas Union, Frank Erwin Center, Etter-Harbin Alumni Center, among others.

Naming Policy - BOR Facility Naming Policy

• Brian Willey (bwilley@austin.utexas.edu) in the University Development Office facilitates BOR approval of naming facilities and programs.

Non-monetary Gifts - BOR Gift Acceptance Policy

• UT Austin will comply with CASE guidelines for counting gifts as published in the “CASE Reporting Standards, 4th Edition” before entering any non-monetary gift into a capital campaign.
• Contact Kerry Fisher (fisher@austin.utexas.edu) with questions about non-monetary gifts.
• Gifts of software licenses and datasets are a special category of non-monetary gifts that must be approved by Jerry Fuller (jfuller@austin.utexas.edu), Assistant Vice President and Director of Procurement and Payment Services.

Vendor Relationships -

• The university has many dual vendor/donor relationships.
  o Development officers may NOT contact a vendor or potential vendor for donations with the promise of business with UT Austin.
  o Consult VIP for primary manager before contacting vendors.
  o Attached is a list of Athletic Department Official Sponsors as of January 2015. Prior to contacting UT Athletics Official Corporate Sponsors for academic sponsorship, please contact Chris Plonsky, Women's Athletics Director and Executive Sr. Associate AD M-W Ext. Services (cp@utexas.edu) or Luke Dunn, Associate General Manager - Longhorn IMG Sports Marketing / Longhorn Network (luke.dunn@img.com).
Scholarships and Fellowships Funded by Private Donors, Corporations, Foundations or Individuals:

- Student selection guidelines:
  - A donor may specify the following scholarship requirements while maintaining gift status:
    - The gift may be for institution-wide use, use in a particular college, school or department, or limited to a specific major or certain area of study.
    - The recipient may be required to have a specific class standing or have completed a specific number of semester hours.
    - Consideration of recipients based on academic performance is allowed.
    - Consideration of recipients based on financial need is allowed.
    - Donor may request recipients be students from a particular geographic area (city, school district, county, or state).
  - If the donor directly selects the scholarship recipient or makes additional requirements, the funding can no longer be considered a gift to the university.

For more information contact Mark Francois at 512-232-7822 or mfrancois@austin.utexas.edu.