

SPONSORSHIP and FUNDRAISING GUIDELINES STUDENT CLUBS & ORGANIZATIONS

PURPOSE STATEMENT

- These guidelines outline the requirements and expectations for all external sponsorships and fundraising intended to support student clubs and organizations at Loyola University Maryland.

DEFINITION

- **Sponsorship:** an opportunity for a person, group, organization, or business to provide support (financial support, supplies, equipment, etc.) for another student club or organization. At times, the sponsoring organization may request public acknowledgement and/or an opportunity for advertisement.
- **Fundraising:** seeking and/or providing financial support.

GUIDELINES – SPONSORSHIPS

- Students, faculty, staff, administrators, club/organization moderators should follow the guidelines below to ensure successful partnerships with sponsors.
- Sponsoring organizations must align and support the mission of the University.
- Organizations that promote the use of alcohol, drugs, and/or illegal activity are not permitted as sponsors.
- Competing sponsorships with Loyola University Maryland is not permitted.
 - Ex: Pepsi is a Loyola University Maryland sponsor. Therefore, Pepsi's direct competing businesses are not permitted to sponsor university events and/or clubs and organizations.
- The sponsorship may not be conducted for the private gain of individuals or enter contracts with individuals who are in the sponsoring organization.
- Student clubs and organizations attempting to sponsor a guest speaker from outside of Loyola University Maryland may not receive funding from any outside organization to use toward funding the guest speaker.

APPROVAL PROCESS

- All club sport organizations sponsorships must be approved by the Assistant Director for Sport Programs, under the advisement of the Director of Recreation and Wellness.
- Student clubs and organizations sponsorships must be approved by the Program Coordinator of the Office of Student Engagement, under the advisement of the Director of Student Engagement.

COLLECTION OF FUNDS

- The collection and handling of any funds must be clearly documented and transparent to all parties.
 - Consult Recreation and Wellness and/or Office of Student Engagement regarding best practices and resources.
- Collection and handling funds on third party applications (ex: Venmo, GoFundMe, CashApp) are **prohibited for any sales, fundraising, or membership dues.**
- While donations are different than sponsorships, any alumnus is welcome to donate to a club or organization of their choice. However, if they want a tax receipt, the donation will need to flow through Advancement.

- Write a check to Loyola University Maryland and send it to the Office of Student Engagement (student clubs and organizations) or Recreation and Wellness (club sport organizations) with a note that this is to support their choice of club or organization.
 - Advancement will work with the donor to ensure they receive a tax receipt, and the funds get deposited into the appropriate GL.
 - Any checks collected (from fundraising, donations, or otherwise) must be made payable to Loyola University Maryland and sent to the following address:
 - **FOR STUDENT CLUBS AND ORGANIZATIONS**
 - **Attn: Erin Misiorek**
Loyola University of Maryland
Office of Student Engagement
4501 N. Charles Street
Baltimore, MD 21210
 - **FOR CLUB SPORT ORGANIZATIONS**
 - **Attn: Tyler Zorn**
Loyola University of Maryland
Recreation and Wellness
4900 N. Charles Street
Baltimore, MD 21210
- Donate via online through the [Advancement website](#) by selecting “other” and in the box, designate which club or organization. Advancement will notify the department of the donation, in which the club or organization will have access to the funds.
 - Please note that the donor should be further instructed to contact the Office of Student Engagement, Recreation and Wellness, or the club/organization advisor directly to notify us of the deposit.
 - The department will follow up with Advancement to ensure it has been noted correctly.
- Whichever route the donor chooses, there will be some delays in terms of deposit and turnaround. More information can be found on the [Advancement website](#).