



## **SPONSORSHIP VERIFICATION FORM for Sponsored or Hosted Events**

Samford University Policy (1.02) defines an **External Event** in the following manner:

*An External Event is defined as an event organized by all other categories of prospective users, even though some of the members or participants may be University personnel, alumni, or students. An External Event may be an individual, non-profit, or for-profit organization.*

- External events held on campus are classified as Non-Sponsored, Sponsored, or Hosted.
- Non-Sponsored events are strictly external rentals and are managed through the Office of Events Management with a contract, fee, and insurance required.
- Sponsored events involve at least two entities – a school, department, or administrative unit and an external group or organization that provides direct benefit to the University. This requires the sponsoring person to be in attendance and the fee can be waived if all criteria are met.
- Hosted events involve at least two entities – a school, department, or administrative unit and an external group or organization. This does not require the sponsoring person to be in attendance. The rental fee can be reduced for Hosted events.
- A department may Sponsor or Host an event that is deemed beneficial to the department and the University.

The standard rental fee can be waived for Sponsored events if each of the following criteria is satisfied:

1. The event must relate to the mission and function of the sponsoring department and the University with tangible evidence of the benefit provided (for example: recruitment for said department).
2. Support and signature from the appropriate Vice President or Provost, after approval by the Office of Events Management.
3. Admission/Registration to the event must be free to all participants – no exceptions.
4. The department must provide a liaison to attend the event, serve as the point of contact, and ensure that all university policies and protocols are followed.
5. The external group is responsible for providing a \$1M - \$3M liability insurance policy (depending on the venue requested) naming Samford University as the additional insured and for all costs involved in the event.
6. The faculty member or administrator from the department that sponsors the event must serve as liaison between the group being sponsored and the University. Liaison responsibilities include:
  - Serve as the primary point of contact and plan the event with Events Management staff to reserve space, provide logistical information, and arrange technology support and auxiliary support services as required.
  - Review concepts that are to be presented at the event to ensure that they are not counter to the University and its mission and values.
  - Ensure that the use of the Samford University name or logo on any printed material, broadcast media or advertisement has prior approval of the Marketing and Communications Office.
  - The Sponsored liaison must attend the event.

Hosted events will operate as follows:

- The hosting department does not have to provide a liaison to attend the event.
- Tangible evidence of benefit to the University does not have to be provided.
- The external group is responsible for providing a \$1M - \$3M liability insurance policy (depending on the venue requested) naming Samford University as the additional insured and for all costs involved in the event.
- Facility rental fees will be charged at a discounted rate.

If this event satisfies all the above criteria, complete this *Sponsorship Verification Form*, and submit to the Office of Events Management ([events@samford.edu](mailto:events@samford.edu)) for initial approval. Events Management will forward the request to the Provost or Vice President for final approval. You will be notified of the approval or denial of your event request.

Date of Application: \_\_\_\_\_ Sponsored or Hosted: \_\_\_\_\_

If co-sponsored, initials of sponsoring individual guaranteeing the sponsor will attend: \_\_\_\_\_

Name of the Group Sponsored/Hosted: \_\_\_\_\_

Name of Event Sponsored/Hosted: \_\_\_\_\_

Briefly describe how this event qualifies as a sponsored or hosted event as described in Policy 1.02:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date of Event: \_\_\_\_\_ Time of Event & setup time: \_\_\_\_\_

Event Title: (no acronyms, please) \_\_\_\_\_

Location of the Event: \_\_\_\_\_ # of Attendees \_\_\_\_\_

Sponsoring Department: \_\_\_\_\_

Sponsor's Name: \_\_\_\_\_ Campus Phone #: \_\_\_\_\_

Sponsor's Title: \_\_\_\_\_ Sponsor's Index Code: \_\_\_\_\_

Sponsor's Signature: \_\_\_\_\_

Events Management Recommendation  Approved  Denied

Events Management Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Reason: \_\_\_\_\_

Vice President/Provost Name/Title: \_\_\_\_\_

Vice President/Provost Signature: \_\_\_\_\_

*\*Vice President/Provost Signature Required for all sponsored groups*

*Sponsorship request forms should be submitted to the Event Management office first, and before the event is planned in detail. SPACES requests will not be approved until this form has been completed. Any incomplete forms will not be accepted. Please contact the office of Events Management if you have any questions, 205-726-2355.*

**For Events Management Use Only**

**Events Management Approval:**

**Date Received:**