



SMUSA Sponsorship Standing Order

The Sponsorship Standing Order is published to inform all SMU stakeholders of the sponsorship policy which SMU Students' Association ("SMUSA") Departments, Office of Student Life ("OSL"), Leasing Business ("LB"), Office of Advancement ("OA") and Office of Alumni Relations ("OAR") enforce for the benefit of all SMU students.

The standing order applies to all SMU students.

These are correct as of 1st January 2020

The Sponsorship Standing Order is enforced by:

Portfolio:	Email:
Corporate Relations Secretary	biz@sa.smu.edu.sg

DEFINITIONS In this standing order, unless the contrary intention appears:

- **"Corporate Relations Secretary"** – refers to the Corporate Relations Secretary of SMUSA (biz@sa.smu.edu.sg)
- **"Student Activity Groups"** – refer to all student groups formed by undergraduates: Eg. executive/management committees of School CBDs and CCA CBDs, CCA Clubs, Academic Project Groups, Community Service, Projects Groups or the various event Organising Committees.
- **"Office of Student Life"** refers to the Director of the Office of Student Life or such officer as the Director may designate
- **"Office of Advancement"** refers to the Director of the Office of Advancement or such office as the Director may designate
- **"School CBD"** – refers to The Bar, BONDUE, ASoc, OIKOS, SOSCIETY, SMU Information Systems Society and their subsidiaries.
- **"CCA CBd"** – refers to SSU, SMUXtremists, SICS and ACF
- **"CCA Clubs"** – refers to clubs under School and CCA Cbds
- **"Sponsorship Representative"** refers to a person who represents a Student Activity Group, or the Students Association to engage sponsors
- **"Sponsor"** refers to any external organization or corporate partner who has gifted cash or cash to a **Student Activity Group** in return for **Direct Benefits**
- **"Direct Benefits"** refer to any form of quantifiable benefit received by a sponsor
- **"Collaboration"** refers to an event in which one or more representatives of the corporate partner are present throughout the planning.

- [Positive Example: ASoc and ISCA organising an accountancy case challenge together whereby one or more representative of ISCA's is present throughout the planning of the event].
- [Negative Example: ASoc organises a accountancy case challenge and ISCA sponsors the prizes.]
- **“Corporate Discount”** refers to an exclusive reduced price from an external vendor upon presentation of any means of SMU identification or promotional code
- **“Bizcom Partner”** refers to a partnership between an external merchant and Bizcom to extend exclusive Matriculation card deals to all students.

GENERAL ▪ Do not negotiate on behalf of SMUSA and/or Bizcom

1. Do not negotiate for a student deal with an external merchant without contacting the Corporate Relations Secretary
2. When in doubt, email the SMUSA Business Secretary (**Corporate Relations Secretary**) at biz@sa.smu.edu.sg, bizcom@sa.smu.edu.sg and univantage@sa.smu.edu.sg.
3. Only **Sponsorship Representatives** can contact **Sponsors** directly.
4. **Student Activity Groups** are able to approach all corporations except those mentioned in **Annex A** and **Annex B**
5. Student Activity Groups and SMU Students are not allowed to sign contracts with any external merchants on behalf of SMU
6. One week before contacting the various sponsors, the **Sponsorship Representatives** are to submit the following to the **Corporate Relations Secretary** at biz@sa.smu.edu.sg:
 - a. Sponsorship Proposals;
 - b. Coverletter; and
 - c. List of Sponsors they intend to contact

They will receive a reply between 2 - 3 working days. Should they intend to contact sponsors outside of this list, they will just need to resubmit a new Sponsorship List to the Corporate Relations Secretary

- A Message of Gratitude or an Appreciation Letter should be sent to the Sponsors who have graciously helped you make your event successful

CORPORATE ELECTRONIC DIRECT MAILERS

1. **Student Activity Groups** are not allowed to let **Sponsors** conduct email harvesting (exchange of students' email address for sponsorship) or any other form of personal data collection including but not limited to survey responses and follow-up forms.
2. **Student Activity Groups** are NOT allowed to send out corporate discount emailers or advertisements to the SMU community (SMU Students (Undergraduate)) on behalf of **Sponsors**.
3. Corporate emailers can only be sent out by **Bizcom/SMUSA**.
4. Any contraventions of the above will result in a ban of the club's email account of up to two weeks, or a fine not exceeding \$150 per emailer payable to SMUSA or both.
 - a. Duration and fine amount will be subject to Corporate Relations Secretary's discretion
5. Exceptions:

- a. **School CBds** and **CCA CBds** are able to send out corporate e-mailers to their respective communities. [Example: Asoc can only send to all accountancy students; and
- b. **School CBds**, **CCA CBds** and **CCA Clubs** may only send out emailers to the SMU Undergraduates (SMU Students) about a **Collaboration** between the club and their partners, subject to approval from the **Corporate Relations Secretary**;

CORPORATE BOOTHS

1. **“Corporate booths”** refers to temporary structures set-up within SMU premises that are used for:
 - a. selling goods or services;
 - b. distributing goods or services;
 - c. collecting personal information;
 - d. collecting survey responses;
 - e. providing promotional information;
 - f. staging shows; or
 - g. promoting goods or services.
2. **Student Activity Groups** are not allowed to set up corporate booths or sell corporate booths in exchange for benefits in kind, monetary or otherwise.
3. Exceptions:
 - a. **Student Activity Groups** must obtain special approval from the **Corporate Relations Secretary** and **Office of Student Life** before setting up corporate booths.
 - b. **School CBds** are allowed to set up non-profit corporate booths for a **Collaboration** between the **School CBds** and their **Sponsors**. A proposal must be sent to the **Corporate Relations Secretary** for approval before any form of sponsorship is accepted and booths can be setup.
 - c. **Student Activity Groups** are not permitted to allow their sponsors or partners to set up booths on any other day apart from that of their official event.
 - d. All booths set up **Student Activity Groups** must be in the designated areas and booked prior to the event via the Facility Booking System.
4. Any contraventions will result in withdrawal of assets booking privileges for the **Student Activity Group** for up to two months or a fine not exceeding \$600 per booth per day, payable to SMUSA, or both
 - a. Duration and fine amount subject to the **Corporate Relations Secretary’s** discretion

CORPORATE POSTERS

1. **Student Activity Groups** are NOT allowed to put up corporate posters on SMU Campus on behalf of their Sponsors.
2. Any contraventions will result in withdrawal of general poster privileges for the club for up to three months or a fine not exceeding \$200 per every 10 posters or part thereof, payable to SMUSA, or both.
 - a. Duration and fine amount will be subject to the **Corporate Relations Secretary’s** discretion
 - b. **Bizcom/SMUSA** reserves the right to remove posters that are placed without approval without first notifying the offending party.

3. Exceptions:
 - a. **School CBDs** are allowed to put up corporate posters only in their respective school building.
 - b. **School CBDs, CCA CBDs and CCA Clubs** are allowed to put up posters advertising a Collaboration between the CBDs/clubs and their partners, subject to approval from the **Corporate Relations Secretary**.
 - c. All posters to be displayed are subjected to the Poster Guidelines of **SMUSA**. (Retrieved from <http://www.home.smusa.sg/#!gso/con8>)

SOCIAL MEDIA POSTS

1. **Student Activity Groups** are NOT allowed to put up **corporate discounts** on their social media platforms on behalf of their **Sponsors** if the discount is directed towards all SMU students.
2. Any contraventions will result in a fine of \$50 per social media post payable to **Bizcom/SMUSA**.
 - a. Should any **Student Activity Group** acquire a sponsor who is willing to extend a discount to all SMU Students, refer them to the **Corporate Relations Secretary** for they have to be made a **Bizcom Partner**.

CASH SPONSORSHIPS

1. **Student Activity Groups** are not permitted to seek cash sponsorships from companies that are listed in Annex A and Annex B.
2. **Student Activity Groups** are required to maintain accounts of how all cash sponsorships are spent and are required to present the accounts for audit with supporting documents if requested by OFIN, SMUSA and/or Bizcom.
3. Any contraventions will result in a fine of a minimum of 30% and a maximum of 50% of the sponsorship amount payable to **SMUSA/Bizcom**. Students can be referred for disciplinary action to the appropriate body for any contraventions.
 - a. Fine amount will be subject to the **Corporate Relations Secretary's** discretion

Annex A

Prohibited Companies

The following list refers to the type of organizations and ALL associated companies that **must not** be approached for sponsorships.

All Foundations

- Examples: Lee Foundation, Shaw Foundation, Tanoto Foundation

SMU Board of Trustees and Associated Companies

- Banyan Tree Group, Global Business Integrators, Reed Exhibitions, Hup Soon Global Corporation Ltd, Singapore Telecommunications Ltd, Chinatrust Commercial Bank, Kuok(S), Raffles Medical Corp, Phoenix Advisers Pte Ltd, Infosys Technologies Ltd, Wong Partnership LLP, SMRT, Bangkok Bank, Symphony Asia Holdings Pte Ltd, Dane Court Pte Ltd

Alcoholic Product Companies

- Example: Asian-Pacific Brewery

Tobacco Product Companies

- Example: Marlboro

Gaming and Betting Companies

- Example: Singapore Pools

Sexual Product Companies

- Example: Durex

SMU Commencement Sponsorship Companies

Insurance Companies

- No Sponsorship, Partnership or Collaboration, directly or indirectly, monetary or otherwise, from Insurance Companies. This is including but not limited to their subsidiaries, affiliates, intermediaries, representatives, brokers, agents and any third party companies working in conjunction with them.

Multi-Level Marketing Companies

Annex B

Restricted Organization Types and Associated Companies

The following list refers to the organizations that Bizcom is collaborating with. Such companies are restricted to ALL CBDs and Student Activity Groups.

CBDs and Student Activity Groups may approach companies that are not listed below as long as they do not negotiate on behalf of SMUSA and/or Bizcom and the company is not extending a corporate discount to all SMU students. If the company requests to liaise with SMUSA, they are to be referred to Bizcom.

Government Entities

- TOTE Board

Banks and Financial Institutions

SMU Alumni Members

- Please seek approval from OAR and OA before soliciting from Alumni for sponsorship or when inviting them to your events. Please contact OAR before accepting or working with Alumni.

Annex C

Role of Bizcom as SMUSA Sponsorship Administration Body

The following section explains the role of Bizcom as SMUSA's Sponsorship Administration Body.

1. Sponsorship is sought on behalf of SMUSA, for which the funds are utilized for SMUSA activities and student life activities.
2. Bizcom, as the Business Development arm of SMUSA, represents SMUSA when seeking of sponsorships from companies covered in Annex B.
3. All Student Activity Groups are barred from seeking sponsorships from companies that have sponsored SMUSA, or are in contact with Bizcom, to prevent duplication of requests and the facilitate the process of sponsorship seeking.
4. If companies classified under Annex B initiate contact with a particular CBD / Student Activity Group, that group may continue discussion with those companies but are required to inform SMUSA/Bizcom to seek approval first before continuing.
5. If companies expressed interest in working with only a singular entity representing SMU, Bizcom shall be the future point of contact.
6. For companies covered in Annex B that have an existing working relationship with a particular CBD / Student Activity Group and has expressed interest in continuing the relationship, they may continue to do so after seeking approval from SMUSA/Bizcom. The request shall be submitted via email to Bizcom.
7. These Guidelines only applies to all CBDs and Student Activity Groups looking to initiate contact with any companies as well as any existing sponsors.