



SMUSA Sponsorship Standing Order

The Sponsorship Standing Order is published to inform all SMU stakeholders of the sponsorship policy which SMU Students' Association ("SMUSA"), 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 29th February 2024.

The Sponsorship Standing Order is enforced by:

Organisation: SMU BIZCOM,
the Business Development arm of SMUSA
Portfolio: Corporate Relations Secretary
Email: biz@sa.smu.edu.sg

SECTION 1: DEFINITIONS

In this standing order, unless the contrary intention appears:

- 1.1 **“Corporate Relations Secretary”**– refers to the Corporate Relations Secretary of SMUSA (biz@sa.smu.edu.sg).
- 1.2 **“Student Activity Groups”** – refer to all student groups formed by undergraduates including but not limited to, Executive/Management Committees of **School CBds** and **CCA CBds, CCA Clubs**, Academic Project Groups, Local and Overseas Community Service Projects, Projects Groups, or any Event Organizing Committees.
- 1.3 **“SMUSA”** shall refer to the Singapore Management University Students’ Association.
- 1.4 **“BIZCOM”** shall refer to the Singapore Management University Students’ Association Business Committee.
- 1.5 **“Office of Student Life”** refers to the Director of the Office of Student Life or such officer as the Director may designate.
- 1.6 **“Office of Advancement”** refers to the Director of the Office of Advancement or such office as the Director may designate.
- 1.7 **“School CBd”** – refers to The Bar, BONDUE, ASoc, OIKOS, SOSCIETY, Ellipsis, inCISive.
- 1.8 **“CCA CBd”** – refers to SSU, SMUXploration Crew, SICS and ACF.
- 1.9 **“CCA Clubs”** – refers to clubs under School, **CCA CBds** and any other Student Clubs under the purview of the various offices in SMU (Example: clubs under the purview of IIE).
- 1.10 **“Sponsorship Representative”** refers to a person who represents a **Student Activity Group**, or the Students Association to engage **Sponsors**.
- 1.11 **“Sponsor”** refers to any external organization or corporate partner who has gifted cash or any items to a **Student Activity Group** in return for **Direct Benefits**.
- 1.12 **“Direct Benefits”** refer to any form of quantifiable benefit received by a **Sponsor**.
- 1.13 **“Collaboration”** refers to an event in which one or more representatives of the corporate partner are present throughout the planning.
 - a. [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].
 - b. [Negative Example: ASoc organises an accountancy case challenge and ISCA sponsors the prizes.]
- 1.14 **“Donation”** refers to an instance where any external organization or corporate partner has gifted cash or any items to a **Student Activity Group** without any **Direct Benefits** received in exchange.

- 1.15 “**Corporate Discount**” refers to an exclusive reduced price from an external vendor upon presentation of any means of SMU identification or promotional code.
- 1.16 “**BIZCOM Partner**” refers to a partnership between an external merchant and **BIZCOM** to extend exclusive matriculation card deals to all students.

SECTION 2: GENERAL

- 2.1 **Student Activity Groups** may not negotiate on behalf of **SMUSA and/or BIZCOM**.
- 2.2 **Student Activity Groups** may not negotiate for a student deal valid for all SMU students with an external merchant or corporate partner without contacting the **Corporate Relations Secretary**. This includes student deals included as part of the terms of a sponsorship which may include other items or cash given to the **Student Activity Group**.
- 2.3 When in doubt, email the **Corporate Relations Secretary** (or such persons that Corporate Relations Secretary may designate) at biz@sa.smu.edu.sg, bizcom@sa.smu.edu.sg and biz.secretary@sa.smu.edu.sg.
- 2.4 Only **Sponsorship Representatives** can contact **Sponsors** directly.
- 2.5 **Student Activity Groups** can approach all corporations except those mentioned in **Annex A** and **Annex B**.
- 2.6 **Student Activity Groups** and SMU Students are not allowed to sign contracts with any external merchants or corporate partners on behalf of SMU.
- 2.7 One week before contacting the various **Sponsors**, the **Sponsorship Representatives** are to submit the following to the **Corporate Relations Secretary** (or such persons that Corporate Relations Secretary may designate) at biz.secretary@sa.smu.edu.sg:
 - a. Sponsorship Proposals;
 - b. Cover letter; and
 - c. List of **Sponsors** they intend to contact, and the industry they are a part of
- 2.8 **Student Activity Groups** will receive a reply within 5 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**. The **Corporate Relations Secretary** may choose to take action against **Student Activity Groups** who fail to submit the sponsorship list before reaching out to **Sponsors**.
- 2.9 A Message of Gratitude or an Appreciation Letter should be sent to the **Sponsors** who have graciously helped to make the event successful.

SECTION 3: CORPORATE ELECTRONIC DIRECT MAILERS

- 3.1 **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.
- 3.2 **Student Activity Groups** are NOT allowed to send out corporate emailers or advertisements to the SMU community (SMU Students (Undergraduate)) on behalf of **Sponsors**. This includes any promotional material or advertising on behalf of any external merchant or corporate partner.
- 3.3 Corporate emailers can only be sent out by **SMUSA/BIZCOM**.
- 3.4 Any contraventions of Sections 3.1 to 3.3 will result in a suspension of the club's email account of up to two weeks, or a fine not exceeding \$150 per emailer payable to **SMUSA/BIZCOM**, or a ban from receiving cash sponsorships from **BIZCOM** for the rest of the calendar year, or any combination of the three.
 - a. The duration of the suspension in club's email account, fine amount, and the decision to ban the **Student Activity Group** from receiving cash sponsorships from **BIZCOM** for the rest of the calendar are subject to the **Corporate Relations Secretary's** discretion.
 - b. Any fine instated by the **Corporate Relation Secretary** shall be paid by the **Student Activity Group** to **SMUSA/BIZCOM** within 28 calendar days after the notice from **Corporate Relations Secretary** has been given to the **Student Activity Group**.
 - c. If the **Student Activity Group** wishes to appeal this decision they may do so by making a case with reason and submit it to the **Corporate Relations Secretary** at biz@sa.smu.edu.sg within 5 working days of such notice. The decision after the appeal will be final.
- 3.5 Exceptions:
 - a. **School CBds** and **CCA CBds** can send out corporate emailers to their respective communities. [Example: ASOC may send a corporate emailer 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**. **Student Activity Groups** who fail to seek prior approval will also be subject to the same penalties described in Section 3.4 above.

SECTION 4: CORPORATE BOOTHS

- 4.1 **“Corporate booths”** refers to temporary structures set-up within SMU premises that are used for:
- selling goods or services;
 - distributing goods or services;
 - collecting personal information;
 - collecting survey responses;
 - providing promotional information;
 - staging shows; or
 - promoting goods or services.
- 4.2 **Student Activity Groups** are NOT allowed to set up corporate booths or sell corporate booths in exchange for benefits in kind, monetary or otherwise.
- 4.3 **Student Activity Groups** that would like to set-up a corporate booth must submit a proposal to the **Corporate Relations Secretary** (or such persons that the Corporate Relations Secretary may designate) at biz.secretary@sa.smu.edu.sg. This proposal must minimally contain:
- The Name, Date, Venue, Timing of the event
 - The demographic of the attendees for the event
 - The Name(s) of the clients setting-up corporate booths at the event
 - A detailed description of the corporate booth and the client’s activities at the corporate booth
 - An explanation to show that the activities of the corporate booth are aligned with the event
 - The full disclosure of all benefits that the **Student Activity Group** will be receiving from the **Sponsor**, including but not limited to, the quantity and value of products distributed, value of vouchers distributed, value of any form of sponsorship
- 4.4 **Student Activity Groups** must submit their proposals at least 5 working days before the intended date of set-up for their corporate booth. The **Corporate Relations Secretary** (or such persons that the Corporate Relations Secretary may designate) has the right to reject late submissions.
- 4.5 Exceptions:
- Student Activity Groups** must obtain special approval from the **Corporate Relations Secretary** and **Office of Student Life** before setting up corporate booths.
 - 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.
- 4.6 Any contraventions of Sections 4.1 to 4.3 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/BIZCOM**, or a ban from receiving cash sponsorships from **BIZCOM** for the rest of the calendar year, or any combination of the three.
- a. The duration of the withdrawal of assets booking privileges, fine amount, and the decision to ban the **Student Activity Group** from receiving cash sponsorships from **BIZCOM** for the rest of the calendar are subject to the **Corporate Relations Secretary**'s discretion.
 - b. Any fine instated by the **Corporate Relation Secretary** shall be paid by the **Student Activity Group** to **SMUSA/BIZCOM** within 28 calendar days after the notice from **Corporate Relations Secretary** has been given to the **Student Activity Group**.
 - c. If the **Student Activity Group** wishes to appeal this decision, they may do so by making a case with reason and submit it to the **Corporate Relations Secretary** (biz@sa.smu.edu.sg) within 5 working days of such notice. The decision after the appeal will be final.
- 4.7 **SMUSA/BIZCOM** reserves the right to direct that corporates booths set up in areas not designated for booths be removed effective upon notification.

SECTION 5: CORPORATE POSTERS

- 5.1 **Student Activity Groups** are NOT allowed to put up corporate posters on SMU Campus on behalf of their **Sponsors**.
- 5.2 Any contraventions of Section 5.1 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/BIZCOM**, or a ban from receiving cash sponsorships from **BIZCOM** for the rest of the calendar year, or any combination of the three.
- a. The duration of the withdrawal of general poster privileges, fine amount, and the decision to ban the **Student Activity Group** from receiving cash sponsorships from **BIZCOM** for the rest of the calendar are subject to the **Corporate Relations Secretary**'s discretion.
 - b. Any fine instated by the **Corporate Relation Secretary** shall be paid by the **Student Activity Group** to **SMUSA/BIZCOM** within 28 calendar days after the notice from **Corporate Relations Secretary** has been given to the **Student Activity Group**.
 - c. If the **Student Activity Group** wishes to appeal this decision they may do so by making a case with reason and submit it to the **Corporate Relations Secretary** (biz@sa.smu.edu.sg) within 5 working days of such notice. The decision after the appeal will be final.
- 5.3 **SMUSA/BIZCOM** reserves the right to remove posters that are placed without approval without first notifying the offending party.
- 5.4 Exceptions:
- a. **School CBds** are allowed to put up corporate posters only in their respective school buildings.
 - 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**. **Student Activity Groups** who fail to seek prior approval will also be subject to the same penalties described in Section 5.2 above.
- 5.5 All posters to be displayed are subjected to the **SMUSA** Secretariat Poster Standing Order.

SECTION 6: SOCIAL MEDIA POSTS

- 6.1 **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.
- 6.2 Any contraventions of Section 6.1 will result in a fine of \$50 per social media post payable to **SMUSA/BIZCOM**, or a ban from receiving cash sponsorships from **BIZCOM** for the rest of the calendar year, or both.
- a. The fine amount, and the decision to ban the **Student Activity Group** from receiving cash sponsorships from **BIZCOM** for the rest of the calendar are subject to the **Corporate Relations Secretary**'s discretion.
 - b. Any fine instated by the **Corporate Relation Secretary** shall be paid by the **Student Activity Group** to **SMUSA/BIZCOM** within 28 calendar days after the notice from **Corporate Relations Secretary** has been given to the **Student Activity Group**.
 - c. If the **Student Activity Group** wishes to appeal this decision, they may do so by making a case with reason and submit it to the **Corporate Relations Secretary** (biz@sa.smu.edu.sg) within 5 working days of such notice. The decision after the appeal will be final.
- 6.3 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** so **SMUSA/BIZCOM** may consider making them a **BIZCOM Partner**.

SECTION 7: CASH SPONSORSHIPS

Student Activity Groups are not permitted to seek cash sponsorships from companies that are listed in **Annex A and Annex B**.

- 7.1 **Student Activity Groups** must follow the prescribed financial procedures for cash sponsorships as described in **Annex D**.
- 7.2 **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**.
- 7.3 Any contraventions of Sections 7.1 to 7.2 will result in a fine of a minimum of 30% and a maximum of 50% of the sponsorship amount payable to **SMUSA/BIZCOM**, or a ban from receiving cash sponsorships from **BIZCOM** for the rest of the calendar year, or both.
 - a. The fine amount, and the decision to ban the **Student Activity Group** from receiving cash sponsorships from **BIZCOM** for the rest of the calendar are subject to the **Corporate Relations Secretary**'s discretion.
 - b. Any fine instated by the **Corporate Relation Secretary** shall be paid by the **Student Activity Group** to **SMUSA/BIZCOM** within 28 calendar days after the notice from **Corporate Relations Secretary** has been given to the **Student Activity Group**.
 - c. If the **Student Activity Group** wishes to appeal this decision, they may do so by making a case with reason and submit it to the **Corporate Relations Secretary** (biz@sa.smu.edu.sg) within 5 working days of such notice.

SECTION 8: COLLECTION OF PERSONAL DATA

- 8.1 **Student Activity Groups** are not permitted to collect personal data of students as part of any sponsorship contract.
- 8.2 **Student Activity Groups** must ensure all activities during their events comply with the relevant Personal Data Protection Laws. This includes text messages, pictures or videos transmitted over any messaging service including but not limited to, Telegram and WhatsApp, that are related to their event.
- 8.3 **Student Activity Groups** must ensure all emailers, social media posts and posters they release comply with the relevant Personal Data Protection Laws. This includes text messages, pictures or videos transmitted over any messaging service including but not limited to, Telegram and WhatsApp, released by the **Student Activity Group**.
- 8.4 **SMUSA/BIZCOM** reserves the right to direct **Student Activity Groups** to cease any activity during their event that contravenes any relevant Personal Data Protection Laws.
- 8.5 **SMUSA/BIZCOM** reserves the right to direct **Student Activity Groups** to remove any emailers, social media posts or posters that contravenes any relevant Personal Data Protection Laws.

SECTION 9: SMUSA-BIZCOM TV

- 9.1 As of 1 Jan 2023, the **SMUSA TV** would be renamed the **SMUSA-BIZCOM TV** and will be managed by the **Corporate Relations Secretary** and **BIZCOM**.

SECTION 10: BIZCOM CASH SPONSORSHIP

- 10.1 **BIZCOM** has the sole discretion to allocate its funds to any **Student Activity Group(s)** for operational or event needs.
- 10.2 **BIZCOM** may only consider providing cash sponsorship opportunities to **Student Activity Groups** when **BIZCOM** is budgeted to have sufficient cash flows to engage in such funding activities.
- The **Corporate Relations Secretary** has the discretion to determine if the budgeted cash flows are sufficient.
 - The provision of an opportunity does not guarantee that a **Student Activity Group** shall receive a cash sponsorship from **BIZCOM**.
- 10.3 The **Corporate Relations Secretary** may open applications for requesting cash sponsorship from **BIZCOM** for events that occur in the 3 funding cycles of the calendar year. The dates of the event/initiative need to fall within the funding cycle for the **Student Activity Group** to be eligible to apply for cash sponsorship from **BIZCOM** for that event/initiative.
- [January Semester Funding Cycle]:**
1 January to the Sunday of Week 17 of the January Semester in the Academic Year
 - [Summer Break Funding Cycle]:**
The Monday after the end of the January Semester Funding Cycle to the last Sunday of Summer Break
 - [August Semester Funding Cycle]:**
The Monday of Week 1 of the August Semester to 31 December
- 10.4 It is at the sole discretion of the **Corporate Relations Secretary** to open applications or provide opportunities for **Student Activity Groups** to receive cash sponsorships from **BIZCOM**.
- The **Corporate Relations Secretary** shall inform **Student Activity Groups** no later than the 6th week from the start of each funding cycle through the All Clubs and Societies Mailing List if applications will be opened for any of the three funding cycles.
 - If applications will be opened, the notification email, will also outline the application period. Applications are to be submitted only in the applications period corresponding to the funding cycle that their event/initiative falls within if and when such applications are opened.
 - Sections 10.5 to Section 10.11 shall only apply when the **Corporate Relations Secretary** opens applications or provide opportunities for **Student Activity Groups** to receive cash sponsorships from **BIZCOM**.
- 10.5 Guidelines on the application process to be considered by to receive a cash sponsorship are outlined in **Annex E** and **Annex F**. These guidelines are to be strictly followed by **Student Activity Groups** intending to apply for cash sponsorship from **BIZCOM**.

- 10.6 Submission of an application does not guarantee that a **Student Activity Group** shall receive a cash sponsorship from **BIZCOM**. Submitted applications will be reviewed upon their merits and the following parameters may be used by **BIZCOM** to decide if an application is to be approved:
- a. Relevance to the mission of **BIZCOM**
 - b. Scope of positive impact on the student life for SMU Undergraduates including but not limited to; the number of participants, nature of activities being organised
 - c. Safety concerns for participating members and non-participating members of the event/initiative
 - d. Opportunities for **BIZCOM** to increase visibility and presence at SMU
 - e. Direct benefits that can improve **BIZCOM**'s ability to engage in business development
 - f. Any other criteria that the **Corporate Relations Secretary** may outline in the notification email
- 10.7 Pursuant to **Annex E** and at **BIZCOM**'s discretion, if a cash sponsorship is approved, the sponsored amount shall be deposited into the **Student Activity Group**'s official account after the event/initiative has concluded, or at a date that is agreed upon by both **BIZCOM** and the **Student Activity Group**.
- a. **Student Activity Groups** are to plan and manage their cash flows to ensure that they can maintain a positive balance in their official account.
 - b. **SMUSA/BIZCOM** shall not be held liable if a **Student Activity Group** is not able to manage their cash flows.
- 10.8 **Student Activity Groups** that successfully receive a cash sponsorship may only spend the sponsored cash on the list of items/services that have been approved by **BIZCOM**.
- a. Any alterations to the list of items/services requires the approval of the **Corporate Relations Secretary**. It is at the **Corporate Relations Secretary**'s discretion to approve such alterations.
 - b. If the actual expenses fall short of the sponsored amount, and/or if there are unutilised funds, these funds shall not be reimbursed to the **Student Activity Group**.
- 10.9 **Student Activity Groups** must also follow the prescribed financial procedures for cash sponsorships as described in **Annex D**.
- 10.10 **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**.

- 10.11 Any contraventions of Sections 10.8 to 10.10 will result in a fine of a maximum of 50% of the sponsorship amount payable to **SMUSA/BIZCOM**, or a ban from receiving cash sponsorships from **BIZCOM** for the rest of the calendar year, or both.
- a. The fine amount, and the decision to ban the **Student Activity Group** from receiving cash sponsorships from **BIZCOM** for the rest of the calendar are subject to the **Corporate Relations Secretary**'s discretion.
 - b. Any fine instated by the **Corporate Relation Secretary** shall be paid by the **Student Activity Group** to **SMUSA/BIZCOM** within 28 calendar days after the notice from **Corporate Relations Secretary** has been given to the **Student Activity Group**.
 - c. If the **Student Activity Group** wishes to appeal this decision, they may do so by making a case with reason and submit it to the **Corporate Relations Secretary** (biz@sa.smu.edu.sg) within 5 working days of such notice. The decision after the appeal will be final.
- 10.12 Section 10, **Annex E**, and **Annex F** shall only regulate the procedure for **Student Activity Groups** to seek sponsorship from **BIZCOM**. Section 10, **Annex E**, and **Annex F** shall not bar **BIZCOM** from taking the initiative to reach out to **Student Activity Groups** to discuss cash sponsorship opportunities.
- a. Section 10, **Annex E**, and **Annex F** shall not regulate the process of **BIZCOM** taking the initiative to reach out to **Student Activity Groups** to discuss cash sponsorship opportunities.
 - b. The **Corporate Relations Secretary** shall have the discretion on which **Student Activity Groups** **BIZCOM** shall take the initiative to reach out to discuss cash sponsorship opportunities.

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: Asia Pacific Breweries

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 and 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

1. TOTE Board

Banks and Financial Institutions

SMU Alumni Members

- Please seek approval from **Office of Alumni Relations (OAR)** and **Office of Advancement (OA)** before soliciting from Alumni for sponsorship or when inviting them to the **Student Activity Group's** events. Please contact OAR before accepting or working with Alumni.

Office of Advancement (OA) – email: alumnigiving@smu.edu.sg

Office of Alumni Relations (OAR) – email: alumni@smu.edu.sg

Annex C

Role of BIZCOM as SMUSA Sponsorship Administration Body

The following Section explains the role of **BIZCOM** as **SMUSA**'s Sponsorship Administration Body.

- Sponsorship is sought on behalf of **SMUSA**, for which the funds are utilized for **SMUSA** activities and student life activities at the discretion of **BIZCOM**.
- **BIZCOM**, as the Business Development arm of **SMUSA**, represents **SMUSA** when seeking of sponsorships from companies covered in **Annex B**.
- All **Student Activity Groups** are barred from seeking sponsorships from companies that have sponsored **SMUSA**, are in contact with **BIZCOM** or who are **BIZCOM** Partners, to prevent duplication of requests and to facilitate the process of sponsorship seeking.
- 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.
- If companies expressed interest in working with only a singular entity representing **SMU**, **BIZCOM** shall be the future point of contact.
- For companies covered in **Annex B** that have an existing working relationship with a **Student Activity Group** and have 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**.

Annex D

General Guideline and Procedures for Sponsorships

The following Section provides general guidelines and procedures for sponsorships.

1. **Student Activity Groups** should ensure that all registration forms for all activities include the relevant PDPA release clauses and all EDMs sent include an option for students to opt out which is linked to <https://smu.sg/emailrules>. **Student Activity Groups** should refer to the **SMUSA** Email Standing Order for more information.
2. **Student Activity Groups** should avoid activities during their events that may cause discomfort to students such as allowing representatives of the sponsor to approach students during events to collect information. Students shall not be placed under pressure to provide their personal information by representatives of the sponsor.
3. **Student Activity Groups** should ensure that any form of data collection during their events is done in accordance with the relevant Personal Data Protection Laws. When in doubt, they should approach their respective club manager, school office, SMU office or **BIZCOM** to seek approval.
4. **Student Activity Groups** should follow the following procedure when processing a cash sponsorship.
 - a. If the sponsor requires an invoice from SMU, the **Student Activity Group** should raise a Corporate Billing Request and seek the approval from their club manager, school officer or SMU office. The request will need to be approved by their respective manager before it is sent to OFIN. OFIN will process the Corporate Billing Request and send the invoice to the sponsor directly. The sponsorship amount will then be credited to the **Student Activity Group's** account. The **Student Activity Group** can then use the money by submitting claims as per the normal claims process.
 - b. If the sponsor gives a cheque or cash, the **Student Activity Group** should complete the Deposit Form which can be obtained from the **SMUSA** HFS. The **Student Activity Group** should then deposit the cash/cheque following the standard deposit procedures provided by the **SMUSA** HFS. The **Student Activity Group** can then use the money by submitting claims as per the normal claims process. If the sponsor requires a receipt, the **Student Activity Group** will have to raise a Corporate Billing Request and provide evidence to OFIN that the money has been deposited.
 - c. **Student Activity Groups** should take note that all **Cash Sponsorships** are subject to the prevailing GST rate. **Donations** are exempt from the prevailing GST rate and approval should be sought from the **Office of Advancement** and the respective managers when processing a **Donation**. The corporate entity shall not receive any benefits in exchange for **Donations**.

5. **Student Activity Groups** should not accept **Cash Sponsorships** and **Donations** into their own bank accounts in accordance with SMU's financial guidelines.
6. **Student Activity Groups** should follow the financial guidelines set out by the **SMUSA** HFS and OFIN in relation to all sponsorship activities.
7. Community Service Projects should seek clarification from their respective C4SR manager with regards to **Donations** for their projects.

Annex E

General Guideline and Procedures for BIZCOM Cash Sponsorships

The following Annex provides general guidelines and procedures for **BIZCOM** cash sponsorships.

1. Pursuant to Section 10.4, the **Corporate Relations Secretary** shall inform **Student Activity Groups** no later than 6 weeks from the start of each funding cycle through the All Clubs and Societies Mailing List if applications will be opened for any of the three funding cycles.
2. To ensure that your **Student Activity Group** is aware of such information, please ensure that the associated email accounts are present in the All Clubs and Societies Mailing List.
3. The following clauses of **Annex E** shall only apply if an application period is opened by the **Corporate Relations Secretary** in the notification email.
4. The notification email shall minimally contain the following:
 - a. Time period for when applications round will be open
 - b. Mode of submission of Applications
 - c. Any required information for Applications
 - d. The limit to the amount that can be initially requested at the time of application
5. When requesting for cash sponsorships, **Student Activity Groups** should include reasons for requesting cash sponsorships as below:
 - a. requested amount from **BIZCOM**
 - b. details of event/initiative
 - c. expected total cost of the event/initiative (if requested by **BIZCOM**)
 - d. detailed breakdown of how the cash sponsorship shall be utilised
 - e. how the event/initiative is aligned with **BIZCOM**'s Mission
 - f. benefits to the student life at SMU
 - g. benefits received by **BIZCOM**
6. **Student Activity Groups** are encouraged to align their reasoning to the parameters outlined in Section 10.6.
7. To ensure that there is sufficient time to process applications, the event/initiative needs to be at least 6 weeks away from the closing date of applications.
8. **Student Activity Groups** may only submit their application once during each application round and may not make or request changes to submitted applications without request for clarification from the **Corporate Relations Secretary** or any **BIZCOM** personnel authorised by the **Corporate Relations Secretary**.
9. All applications received outside of working hours (Mon-Fri 8am-8pm, excluding Public Holidays) will be attended to the next working day.

10. Upon submission of application and all aforementioned documents, **Corporate Relations Secretary**, or any **BIZCOM** personnel authorised by the **Corporate Relations Secretary** will provide an **Application ID** as an acknowledgement of the application. This **Application ID** is not a confirmation of the **BIZCOM** cash sponsorship.
11. There shall be two stages in the application process: the clarification round and the negotiation round.
12. The **Corporate Relations Secretary**, or any **BIZCOM** personnel authorised by the **Corporate Relations Secretary** may reach out to applicants in the 5 weeks following the closing of the applications to request clarifications.
 - a. The **Sponsorship Representative** is to respond with the required edits or documents within 5 working days with the necessary changes/clarifications.
13. The **Corporate Relations Secretary**, or any **BIZCOM** personnel authorised by the **Corporate Relations Secretary** who expresses interest in the event/initiative may reach out to applicants to negotiate a deal. The **Student Activity Group** will be notified that they have proceeded to the negotiation round, if successful.
14. The areas of negotiations may include but are not limited to; the amount of cash sponsored, or the use of the sponsored cash, or programs that are conducted during the event/initiative, benefits conferred to **BIZCOM** by the **Student Activity Group**.
15. All negotiations are advised to be concluded within 5 weeks from the closing of the Application period.
16. If the negotiations are successful, the **Student Activity Group** and **BIZCOM** shall sign a contract outlining the amount of cash sponsored to be given, the agreed lists of items/services that this money can be spent on, benefits conferred to **BIZCOM** and any other details that are agreed upon through the negotiation.
17. If the negotiations are unsuccessful, no contract shall be signed between the **Student Activity Group** and **BIZCOM** and no cash sponsorship shall be given. This decision shall be final and these group of applicants are not eligible for appeals, as they have already managed to make their case to **BIZCOM** why they should receive a sponsorship.
18. Applicants who do not proceed to the negotiation round will be notified of the rejection within 4 weeks of the closure of the application round. **Student Activity Group** submitting applicants are given the ability to make an appeal to the Appeals Committee.
19. If the **Student Activity Group** would like to make an appeal, they are to make an appeal to the Appeals Committee within 5 working days of the notification of rejection. The process for appeals is outlined in **Annex F**.

Annex F

Appeals for BIZCOM Cash Sponsorships

The following Annex provides general guidelines and procedures for appeals to a rejection in the application for **BIZCOM** cash sponsorships as outlined in **Annex E** Clause 18. **Student Activity Groups** may only appeal applications that have been rejected as outlined in **Annex E** Clause 18.

1. **BIZCOM** shall empower the Appeals Committee to only adjudicate on matters related to **BIZCOM** cash sponsorship. The Appeals Committee must act within the guidelines and limitations that are outlined in **Annex F**.
2. The Appeals Committee shall consist of at least one committee member. The committee member(s) shall be appointed by the **Office of Student Life**. The committee member(s) shall not be from **BIZCOM**.
3. To make an appeal, the **Student Activity Group** would need to provide the following to the appeal committee:
 - a. A write-up of no more than 200 words to explain the rationale behind why the rejection should be overturned
 - b. The amount of cash sponsorship that is being requested from the appeal
4. The mode in which these appeals are to be submitted shall be included in the notification of rejection sent to the **Student Activity Group**.
5. The Appeals Committee has the full discretion to decide which appeals to hear. If the Appeals Committee chooses not to hear the appeal, it will be considered that the appeal has failed.
6. The Appeals Committee shall be given access to the application that was submitted previously, and may request additional information from the **Student Activity Group**. The **Student Activity Group** has to comply with any such request within 3 working days.
 - a. If a **Student Activity Group** fails to comply with such a request, the Appeals Committee has the right to reject the appeal. Hence, the appeal will be considered failed.
7. The **Corporate Relations Secretary** shall notify the Appeals Committee on the quantum of sponsorship that will be given out for the funding cycle. The latest the **Corporate Relations Secretary** may update the Appeals Committee will be the day before the notification that an application period will open.
 - a. The **Corporate Relations Secretary** has the sole discretion to decide the quantum of sponsorship that will be given out for the funding cycle.
 - b. This quantum shall be the limit to which **BIZCOM** may provide sponsorships to applying **Student Activity Groups** during the funding cycle.
 - c. This quantum shall not be made public information without the approval of the **Corporate Relations Secretary**.

8. 5 weeks after the closing of the application period, the **Corporate Relations Secretary** shall notify the Appeals Committee on the amount of sponsorship that has been given out during the funding cycle and the excess left, if any.
9. The Appeals Committee shall decide if an appeal should be successful, and the amount of sponsorship to be given if successful, based on the merits of the application and the financial ability of **BIZCOM** to provide cash sponsorship.
 - a. The financial ability of **BIZCOM** shall be deemed to be the excess left, if any, 5 weeks after the closing of applications.
 - b. The total sum of all cash sponsorships, in a funding cycle, to be given out during a successful appeal appealed amounts shall be at most the amount that is the excess left, if any, 5 weeks after the closing of applications.
10. Any decision to fail or reject or approve an appeal will be final.

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