



Memorandum

To: All Students, Clubs, and other Student Groups

From: LSS Executive

Date: November 7, 2013

Re: Sponsorship Policy & Fundraising Policy

This document contains the LSS Sponsorship Policy, and the LSS Fundraising Policy. The Sponsorship policy answers the question: *whom can I ask for sponsorship?* The Fundraising Policy answers the question: *how do I ask them?*

Students should consult these policies when considering approaching potential sponsors, including law firms, societies, corporations, other businesses, and any external group.

1. Sponsorship Policy: *whom can I ask for sponsorship?*

Events fall into two categories: (i) On-campus events; and (ii) Off-campus events.

(i) On-campus Events

Consult the LSS, the UVic Development Officer, and the Dean for any on-campus event with external sponsorship.

For certain types of on-campus events, sole-sponsorship is acceptable and appropriate. For example, in Fall 2013, a single law firm sponsored a pizza and networking event in the lounge. Lawyers from that firm attended the event and spoke with students.

For an additional example of an appropriate single-sponsor, on-campus event, McCarthy Tétraut LLP has been the sole sponsor of our faculty's mooting program for several years. In addition to providing resources and support, the firm and faculty jointly host receptions at the beginning and end of the mooting season. A representative from McCarthy Tétraut usually speaks at these receptions.

For other types of on-campus events, obtaining multiple sponsors will be necessary. For example, if a sponsor would like to advertise on campus in some way, multiple sponsors are needed. Having only a single sponsor advertise their company at an on-campus event is too much of an endorsement. However, please keep in mind that we do not want flood the school with sponsors and advertisements. Students should not have to "run the gauntlet" of advertisements or representatives to get to class.

Private sponsors should not be invited to advertise their products to captive groups, such as in a lecture or other lunchtime event. For example, a bank should not be asked to advertise its products at a lecture on student finances.

(ii) Off-campus Events

This section contemplates events which are off-campus and primarily social in nature, such as Skit Night, Law Games, Orientation events, and so on. If your off-campus event does not fall into that category, please consult the LSS.

Students and groups running off-campus events (which are social in nature) are free to obtain sponsorship from any firm, corporation, business, or other external group. There is no requirement to seek more than one sponsor for these events. Students should also comply with the LSS Fundraising Policy below.

While not required for off-campus events of this nature, students should check in with the LSS about potential corporate sponsors. Institutional memory and information-sharing are invaluable tools in our community.

Fundraising Policy: *how do I ask them?*

When fundraising and seeking external sponsorship for any event (on-campus or off-campus), student clubs, groups, and organizations (etc.) should always approach UVic Law's Development Officer first, prior to sending out any sponsorship or funding requests.

The Law Faculty has many ongoing fundraising initiatives of its own, and needs to know when its student groups are also looking for external sponsorship money. This way, the faculty can coordinate with the student groups, and both can adopt a complimentary approach.

The above does not mean that student groups will be denied permission to solicit sponsorship funds. Rather, open communication facilitates smooth fundraising experiences for both the faculty and student groups. Coordinating our student efforts with those of the faculty will support our good relationship with the legal community.

This policy applies to funding requests given to law firms, societies, corporations, other businesses, and any external group.

Students and student groups should also comply with the LSS Sponsorship Policy.

The UVic Law Development Officer is Amanda Taylor. She can be reached at lawdev@uvic.ca or 250-472-5627. If you have any questions, please contact the President or Vice-President Internal of the LSS via <http://www.uviclss.ca/>.