

Appendix B

“OFFICIAL” DESIGNATION SPONSORSHIP CHECKLIST

Department/Unit: _____

Responsible Administrator/Employee: _____

Sponsor/Vendor: _____

Sponsor Contact Name/Address: _____

Term of Sponsorship: _____

Product/Promotional Item: _____

Use by department/unit: _____

Venue: _____

How sponsor solicited/selected: _____

Cash Sponsorship: _____ Gift-in-Kind: _____

Amount/value (of cash and/or product): _____

Increment attributable to “official” designation (e.g., additional cash or product provided in order to receive “official” designation): _____

Incentives, if any, provided as part of “official” designation sponsorship package (e.g., tickets, admissions, parking): _____

Value of incentives: _____ “Net” to department/unit: _____

Acknowledgment expected to be provided to “official” sponsor: _____

Specialized institutional marks (if any) expected to be made available to sponsor as part of “official” designation: _____

Please attach artwork for any such marks that can be incorporated into an exhibit to the limited license.

[Note: the use of any specialized institutional marks must be the subject of a limited license from the University, attached as an addendum to the sponsorship agreement.]

How used: _____

Any request to use other institutional trademarks: _____ If, yes, what marks: _____

[Note: the use of any institutional trademarks must be pursuant to a separate limited license granted by the University through its Trademark Licensing Office.]

APPROVED:

CHARLES B. HOSLET
Vice Chancellor
University Relations

Date: _____