

# 7. SOLICITING SPONSORSHIP

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# 7.1 Approval of Sponsorship from the Rector's Office

1. The Ministry of Higher Education has outlined the procedure for collecting money. Some of the important aspects and type of programmes are as follows:
  1. Baktisiswa/ Community Service;
  2. Seminar/ Workshop/ Motivation Course;
  3. Expo/ Carnival/ Exhibition;
  4. Overseas Trip/ Educational Trip;
  5. Newsletter (to be published outside the campus); and
  6. Charity Dinner.
2. The application should be forwarded to the OIC **3 months before the date of the programme.**
3. The application should go through the approving authority which will then process it for the approval of the Rector.
4. The collection of sponsorship/donations must be carried out under the supervision of the **approving authorities.**
5. The name of the Y.B. Minister of Education, the Office of the Minister of Education or the name of the officer who approved the program **CANNOT** be included in the donation drive that has been hereby approved, either directly or indirectly.
6. Students are not allowed to seek for donations or sponsorships from any Ministers, Deputy Ministers, Parliamentary Secretary and Members of Parliament.
7. The sponsorship committee shall be students of the University only. The University's approval must be sought for involvement of participants from outside the University.
8. Sponsorship drives can only be done during the specific dates as mentioned in the approval letter.
9. Students are not allowed to seek for sponsorship before receiving a letter of approval

from the approving authority.

## 7.2 Nature of Business

The soliciting of funds and seeking of sponsorship must not incorporate the elements of **coercion**, **suspicion**, **uncertainty**, **unwillingness**, or **burden** to any parties so that the soliciting of sponsorship activities would not tarnish the good image of the University.

# 7.3 Steps for Seeking Sponsorship

The list below shows the steps to be followed: -

1. Submit the details of sponsors (company name, address and contact person) to the officer in-charge for checking and approval.
2. All letters to the sponsors must be sent through the **approving authorities**.
3. All letters must be written in English. However, special exceptions may be given on a case-by-case basis.
4. All cheques from sponsors must be made payable to the “IIUM OPERATING ACCOUNT”. (BMMB Account No.: 1407-000000-4716)
5. All cash received must be submitted to the **approving authority** to enable the issuance of receipt to the sponsors for the purpose of tax deductions.
6. All claims of cash/cheques from sponsors must be made by the treasurer of the programme through the **OIC**. Upon receiving the cheque/cash from the sponsors, original IIUM receipt will be issued by the Finance Division to the respective sponsors.

## 7.4 Types of Sponsorship

1. Main Sponsorship;
2. Co-sponsorship;
3. Media Partner;
4. Platinum Sponsor, Gold Sponsor etc.;
5. Title Sponsorship package includes: -
  1. The visibility of the brand name and company logo inside the venue and surrounding area.
  2. The brand name and company logo recognition on all the printing material.
  3. The company's rights and benefits during the event.

# 7.5 How to Get Sponsor

1. Produce a creative and eye-catching “sponsorship proposal document/package”.
2. Identify potential sponsors, at least 10 companies. The ratio to get the sponsors is 1:10.
3. Set appointments.
4. Proposal presentation.
5. Follow up. (Give at least two weeks for them to respond)

# 7.6 Sponsorship

## Proposal/Package

The sponsorship package is a document which consists of the following:

1. Cover page;
2. Executive Summary of programme;
3. Details of programme: name, date, venue, organizer (s), participants, objectives, financial estimation, etc.;
4. Benefits for the sponsor;
5. Tentative Programme;
6. Highlights of the sub-programme (if any) - *Brief notes about the sub-programme*;
7. Financial Section;
8. Contact number of the person in charge;
9. Reply Form; and
10. All documents/correspondence letters must be checked by the relevant authorities.



# 7.7 Reimbursement of Sponsorship Cheques/Cash from Finance Division

1. Fill up the “Payment Request Form/Request for Advancement Form” and attached with the supporting document (Approval Letter and/or Financial Report).
2. The money will be given to the students through the OIC.
3. If the programme has not been organised, the application must be accompanied with the list of expected expenditure as stated in the original proposal. (Please follow the advancement procedure)
4. If the programme has been organised, an application must be accompanied with the receipts and bills. Reimbursement will be made according to the amount of expenditure. (Please follow the reimbursement procedure.)