

**LOKER STUDENT UNION, INC.**  
**Sponsorship and Partnership Policy**

The Donald P. and Katherine B. Loker University Student Union, Inc. hereinafter referred to as LSU, may sponsor or partner with departments, organizations, and business entities to combine resources for activities, events and projects that are in alignment with its mission.

Sponsorships or Partnerships require prior authorization and approval to ensure alignment with the LSU mission and availability of budgetary resources. All authorizations and approvals involving use of mandatory student fees shall be made in a viewpoint neutral manner and shall not involve any judgment or opinion concerning the viewpoint of the sponsoring organization and/or the proposed activity, event, or project. Available resources shall be distributed on a first come first served basis.

For this policy the following definitions shall apply:

**Sponsorship** – The support and/or help with funding another department, organization or business entity’s activity or event.

**Partnership** – A formalized collaboration between two or more entities where there is shared ownership for the purpose and outcome of an activity, event, or project.

In addition to alignment with the LSU mission, the following guidelines shall apply.

**Sponsorship –**

- Authorized funds will be provided to the sponsoring organization for a specific activity or event.
- LSU partnership shall be recognized using official LSU brand assets and guidelines on marketing and promotional materials.
- LSU commits to being a sponsor in name only and takes no legal responsibility for the activity or event.
- LSU retains no rights or responsibilities to the activity or event’s management or oversight.
- Activity or event must be publicized and open to all CSUDH students.
- Sponsorship shall be limited to no more than two (2) activities or events per organization per fiscal year.
- Shall not exceed \$1,000.00 per activity or event.

**Partnership –**

- LSU shall commit in writing to a collaboration between the partnering organization with the responsibilities and contributions clearly defined.
- LSU shall be fully involved with the management and oversight of the activity, event, or project.
- LSU partnership shall be recognized using official LSU brand assets and guidelines on marketing and promotional materials.
- LSU shall be named as additional insured, held harmless and indemnified by the partner and any other contracted vendors involved with the program activity, event or project must be for the direct benefit of CSUDH students.

Exceptions to this policy may be granted the Executive Director and/or designee.