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## Sponsorship principles and procedures at the University of Lapland

Sponsorship refers to investments for which the university receives a proper compensation involving, for instance, increased visibility or recognition.

This document contains the principles and procedures that govern sponsoring at the University of Lapland.

**Targets of sponsorship**

The principles of sponsoring build on the values of ULapland and support its strategy. Societal responsibility and influential operation play a crucial role in selecting targets of cooperation.

Primarily, ULapland sponsors projects that promote one or more of the following three dimensions:

* The well-being, equality, and culture of the Arctic and people therein
* Northern science, art, and expertise
* Sustainable ecological or social development and the university’s social responsibility

Promoting these issues is also expected to increase the appeal of the university and create a positive image of us.

**Decisions on sponsorship**

The preparation and coordination of sponsorship are carried out by the LUC Communication Services. Sponsoring supports primarily our societal interaction, our attractiveness as a responsible academic actor and community, and our image as a responsible developer of the region.

Sponsorship focuses on increasing the appeal of the university, particularly in terms of student marketing.

The preparation process of a sponsorship decision ensures that the potential decision is a neutral one, considering the community members’ various interests (incapacity assessment).

All questions concerning university sponsorship are directed to the LUC director of communications. Small-scale sponsorship decisions are made by the director of communications.

As for larger partnerships, the director of communications prepares a proposal to the rector, who then makes the sponsorship decision. The rector makes the decisions twice a year: at the end of January and at the beginning of August.

After a decision has been made, a sponsorship contract is prepared jointly with the sponsored party.

The contract ensures that the parties reach their goals in close cooperation.

**Influence and transparency of sponsorship**

The progress of sponsoring is monitored annually, and an overall assessment is made of its influence at the end of the contract period.

Once a year, the Communication Services draw up a summary of all the sponsorship targets and amounts within the scope of the university. The summary is published on our website and intranet. This is to ensure the transparency of sponsoring.

These principles have been approved by Rector Antti Syväjärvi.