

**INSTRUCTIONS FOR USING THE APPROVED  
OAKLAND UNIVERSITY SPONSORSHIP AGREEMENT**

The Office of Legal Affairs (OLA) has approved the following Sponsorship Agreement to be used solely for the purpose of entering into non-exclusive sponsorships on the University's behalf. The Oakland University Terms and Conditions for Sponsorship Agreements are incorporated into any Sponsorship Agreement the University enters into, and can be found at <https://www.oakland.edu/legal/legalforms/>. **The Sponsorship Agreement may not be used for any other purpose, including for exclusive sponsorships, without prior written approval from OLA and University Communications and Marketing (UCM). OLA and UCM approval is required for all agreements of any kind that grant a sponsor exclusive rights of any kind.** The following conditions apply to use of the Sponsorship Agreement:

1. UCM Approval
  - a. UCM must review and approve, in advance, all:
    - i. Sponsorship Agreements;
    - ii. Sponsorship creative materials; and
    - iii. Exclusive relationships with any sponsors.
  - b. Submit Sponsorship Agreements and creative materials to [oucommunication@oakland.edu](mailto:oucommunication@oakland.edu) for approval. Send exclusive sponsorship opportunities to the Vice President of UCM [joyoung@oakland.edu](mailto:joyoung@oakland.edu) for approval.
2. OLA Approval
  - a. OLA must review and approve:
    - i. Any proposed revisions to the standard terms of the Sponsorship Agreement and/or Terms and Conditions for Sponsorship Agreements;
    - ii. Sponsorship Agreements not using this OLA approved form; and
    - iii. Exclusive relationships with any sponsors.
    - iv. Otherwise, an authorized University representative<sup>1</sup> may sign a completed Sponsorship Agreement without prior OLA approval.
  - b. Submit Sponsorship Agreement review and approval requests to [legalaffairs@oakland.edu](mailto:legalaffairs@oakland.edu).
3. The person signing the Sponsorship Agreement on the University's behalf is responsible for completing and processing the Sponsorship Agreement as set forth in these instructions, and consistent with all other applicable University policies and procedures, before engaging in the sponsorship. Compliance will be the subject of internal audit.
4. Please contact OLA at Ext. 3110 or [legalaffairs@oakland.edu](mailto:legalaffairs@oakland.edu) if you have any questions regarding these instructions or any proposed Sponsorship Agreement.

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<sup>1</sup> If you have questions about whether you are authorized to sign the Sponsorship Agreement on the University's behalf, please consult Policy 410 Contracting and Employment Appointment Authority and Exhibit 1 - Signature Authority Chart found at <https://www.oakland.edu/policies/>  
OLA version 8.11.2023

## OAKLAND UNIVERSITY SPONSORSHIP AGREEMENT

Oakland University, a Michigan constitutional body corporate and institution of higher education located in Rochester, Michigan ("University") and the sponsor identified below ("Sponsor") enter into this Sponsorship Agreement ("Agreement") as of the date of the last signature below.

### Sponsor Information

Name:	
Contact:	
Address:	
Telephone:	
E-Mail:	

### University Information

Department:	
Contact Name/Email:	

### Sponsorship Information

1. The University will provide *(describe the media assets and/or acknowledgements Sponsor will receive, attach a separate sheet if necessary)*:
2. Payment Amount and Schedule:
3. Term (from and through): \_\_\_\_\_
4. This Agreement is subject to, and will be performed in accordance with the Oakland University Terms and Conditions for Sponsorship Agreements ("Terms and Conditions"), which are located at <http://www.oakland.edu/legalforms> and incorporated herein by reference. The Sponsor acknowledges receiving, reviewing and accepting the Terms and Conditions. No amendment to the Terms and Conditions will be effective unless in writing and signed by the University's Vice President for Legal Affairs. The Terms and Conditions will govern in the event of a conflict with this Agreement.
5. This Agreement is not exclusive and nothing in this Agreement will prevent the University from accepting and/or recognizing, in any form, sponsorships, gifts, contributions and/or advertising from any other person or entity.

### **Oakland University**

### **Sponsor**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_