

STUDENT ACTIVITY GUIDELINES

SPONSORSHIPS

A student organization (“Organization”) working to obtain sponsorships from outside entities, particularly for-profit corporations (“Sponsors”), **must**:

- Distribute to each prospective Sponsor a copy of MIT’s policy on endorsements and use of MIT names.

An Organization working with prospective Sponsors **must not**:

- Make any representation to a Sponsor, orally in writing, that contradicts the use of names language MIT includes in its contracts, which provides:

<Sponsor may not make any press or media announcements concerning this Agreement, or use MIT’s names, trademarks, logos, or insignia, or any version, abbreviation or representation of them, or the name of any of MIT’s trustees, officers, faculty members, students, employees, or agents, in any advertising, publicity, promotional materials or other public announcement without the prior written consent of MIT’s Technology Licensing Office, which consent MIT may withhold in its sole discretion.>

An Organization working with Sponsors **should** do the following:

- In advance of soliciting Sponsors, prepare a Benefits of Sponsorship document that includes the following:
 - A clear statement of:
 - what benefits the Organization will provide to a Sponsor,
 - for what amount of money,
 - and for what period of time;
 - A check box/text box for Sponsor to complete, to establish in writing the dollar amount of Sponsor’s intended contribution;
 - A deadline for payment;
 - Appropriate language regarding use of MIT names;
 - A signature box for Sponsor’s authorized representative.

A common, advisable practice for sophisticated Organizations/ Organizations with many Sponsors is to establish sponsorship “Tiers” that match escalating levels of sponsorship benefits to escalating levels of contribution.

- Use the MIT short-form Sponsorship Agreement:

- If a Sponsor asks for an agreement with written terms and conditions or tenders its own sponsor agreement to Organization;
- If the sponsorship amount exceeds \$[REDACTED].

CONTESTS

An Organization hosting a hackathon or other contest for which it will award a cash prize (“Contest”), **must** do the following:

- Notify the Student Activities Office [REDACTED] days/months prior to the start date of the Contest.
- If the prize is funded by one or more Sponsors, confirm to SAO that it has obtained all of the required funding from said Sponsors **before** disclosing the amount of the prize outside of the Organization, including on its website or in other marketing or promotional materials.
- If the prize is not funded by Sponsors, confirm to SAO that Organization has sufficient funds in its account to cover the prize **before** disclosing the amount of the prize outside of the Organization, including on its website or in other marketing or promotional materials.
- Sequester the prize amount and monitor Organization’s ancillary expenditures to ensure that Organization has enough money in its account to award the prize.

An Organization hosting a Contest, **should** do the following:

- [Contest Rules?]