Original Approval Date: Oct 19th/2013

MSA Sponsorship Guidelines

#### **Overview**

These guidelines are meant for the students to use as guidance for sponsorship purposes. This is not a formal policy; Please refer to the faculty sponsorship policy released recently.

### Guidelines

**SPONSORSHIPS FROM THE PHARMACEUTICALS**

* Sponsorship from the pharmaceutical companies is allowed; however, the students should be careful about some recommendations. The company representatives (detail person) or the pharmaceuticals should not be coming in direct personal contact with the students or offer/advertise any of their products to the students without a faculty member being present. The companies are, however, allowed to advertise for themselves via banners and posters in the event. Specific brand name products should not be advertised. Remember, as a health care professional, you are prohibited to accept personal gifts or benefits, being bound by the Faculty of Medicine & Dentistry’s Code of Conduct, the Interactions with Industry Policy and the College of Physicians and Surgeons of Alberta Standards of Practice.
* There are no restrictions on which pharmaceutical companies you should/should not contact.

**SPONSORSHIPS FROM THE BANKS**

* The students can approach any bank for sponsorships.
* There is no policy from the faculty prohibiting the students from advertising for the banks.

However, the students should stay within reason and make sure that they are only doing what they are comfortable with. If unsure, don’t hesitate to ask the Office of Learner Advocacy & Wellness or Heather Macdonald (heather.macdonald@ualberta.ca) or Ashley Davis (ashley.davis@ualberta.ca).

* “As mentioned above, the promotional information should be limited to any or all of these:
* sponsor’s location, telephone number, internet address
* value-neutral description of sponsor’s products or services
* sponsor’s brand/trade name or product/service listings.

There can be no qualitative or comparative advertising of a sponsor's products or services, such as pricing, savings, value, purchase/sale inducements, etc.; and the sponsorship is not to be contingent on event attendance, ratings, or public exposure.”6

**WHAT THE STUDENTS CAN OFFER THE SPONSORS**

* Generally, the sponsors can put up their banners and posters at the event. Sometimes, the sponsors set up their booths at the event to advertise for their products as well. There are no set restrictions to what you can offer to the sponsors; however it is recommended to stay within reason, while respecting their offer at the same time.

Please refer to the answer to the previous point on limitations to promotional information.

**WHAT THE SPONSORS CAN OFFER THE STUDENTS**

* There are no written restrictions to what the sponsors can offer to the students. It is encouraged that the pharmaceutical companies don’t have direct personal interaction with the students. Any sponsors are allowed to advertise for their products via posters and banners. When asking for sponsorship money, ensure that you are asking the right amount. If the amount is above $5000, the agreement needs to be documented, the template for which can be obtained from Ashley Davis (ashley.davis@ualberta.ca). If the amount is under $5000, the agreement should be documented via e-mails or letters. The money should come in the form of an unrestricted grant/gift, with no stipulations on what the money is to be used for.

**RECEIPT FOR SPONSORSHIPS**

* Contact Heather Macdonald at heather.macdonald@ualberta.ca , who can help you with receipts for sponsorships.

### DEFINITIONS

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| Donation | “For Sponsorship to qualify as a donation for counting purposes, all the factors below must exist:1. The contribution must be made by a person or

corporationb. The sponsor should not expect nor receive a substantial return benefit for payment other than name acknowledgment and/or promotional valuec. The promotional information should be limited to any or all of these:* sponsor’s location, telephone number, internet address
* value-neutral description of sponsor’s products or services
* sponsor’s brand/trade name or product/service listings.

There can be no qualitative or comparative advertising of a sponsor's products or services, such as pricing, savings, value, purchase/sale inducements, etc.; and the sponsorship is not to be contingent on event attendance, ratings, or public exposure.” 6 |

### RELATED LINKS

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| Interactions with the Industry Policy:http://www.med.ualberta.ca/-/media/medicine/AboutUs/policies/interaction-with-industry-policy-aug-20-2013.pdf |

**REFERENCES**

1. MSA Sponsorship Seminar, hosted by Holli Bjerland and Ashley Davis.
2. Holli Bjerland
3. Ashley Davis
4. Dr. Kunimoto
5. Dr. Wilson
6. <https://policiesonline.ualberta.ca/PoliciesProcedures/Procedures/Counting-Practices-for-Philanthropic-Support-Procedure.pdf>

**For any questions, please contact the MSA VP Internal, Tania Pannu at** **msavpint@ualberta.ca**