

# Corporate Sponsorships vs. Advertising

- Corporations often give money to sponsor activities, events, or projects and in return receive recognition on campus or at the event.
- Most sponsorship dollars are gifts as long as the recognition received does not constitute advertising.
- The IRS defines advertising as competitive pricing or product information displayed because of the donation.
- The recognition for a sponsor should be limited to:
  - Sponsors location, telephone number, internet address
  - Value-neutral description of sponsor's products or services
  - Sponsor's brand/trade name or product/service listings

