

**CALIFORNIA STATE UNIVERSITY ALUMNI COUNCIL**  
**Protocol for Corporate Sponsorships**

The California State University Alumni Council (CSUAC) is dedicated to supporting the California State University, its alumni, and the 23 campus alumni associations through training and development, advocacy, and communications efforts. In conducting its business, the CSUAC seeks corporate sponsorships for its programs, where appropriate. Consistent with the Office of the Chancellor, the following protocol will guide sponsorship solicitations:

STANDARDS OF PRACTICE

1. The sponsor's business interests should align with the university's values.
2. Employees may not grant or accept favors for personal gain, nor may they solicit or accept favors for the university where a higher public interest would be violated.
3. As designated positions under the California State University Conflict of Interest Code (Title 5, California Administrative Code, Sections 43810 et seq.) Alumni Directors must report, on the Statement of Economic Interest (Fair Political Practices Commission Form 700), any benefits received from corporate sponsored activities that exceed the value of established limit.
4. Alumni Directors should exercise discretion regarding their participation in corporate sponsored activities to avoid conflicts of interest; therefore, corporate sponsorship of a regular business meeting is prohibited.
5. Alumni Directors may not condition any actual or potential business relationship on a charitable gift or corporate sponsorship to the university. To avoid any appearance of impropriety, if these employees are involved in contract negotiation or approval related to a corporation's line of business they should not be involved in making direct charitable solicitations.
6. Volunteer leaders are encouraged to take an active role in the identification and solicitation of corporate sponsors in coordination with the Finance and Development Committee and Chancellor's Office staff.

TERMS OF A CORPORATE SPONSORSHIP CONSIDERATION:

1. Corporate sponsor opportunities will be consistently applied per the current year's CSU Alumni Council Corporate Sponsorship Opportunities document.
2. CSUAC corporate sponsorship opportunities will be consistent with California State University policies.

**Adopted September 14, 2007**  
**Amended: December 15, 2011**