
GUIDE TO SPONSOR AGREEMENT NON-CLINICAL

What's it all about

A sponsorship is defined as a relationship whereby a sponsor is given the opportunity to increase visibility through association with an Aarhus University activity in return for payment.

Sponsorships can be received by AU in support of research and related activities i.e. grants for conferences. AU and the sponsor can agree that the sponsor is given the opportunity to various visibility activities such as handing out flyers, placing posters, having their logo on the material and webpage of the activities and/or giving a lecture or speak at the sponsored activity.

A sponsorship must be concluded in a written agreement which clearly describes the purpose, content, distribution of tasks, finances, duration and other obligations for both parties.

Conditions

- A sponsor may not exercise a controlling influence on the sponsored activity, and the sponsor must be compliant with AU's vision and values.
- Regardless of the promotion of the sponsor, it must be clear that Aarhus University is the main organiser of the activity and Aarhus University's own profile as organiser is not overshadowed by the sponsor.
- See more at <https://medarbejdere.au.dk/en/administration/communication/sponsorship-policy/>

The following examples of conditions will entail that the grant is not considered an unrestricted grant:

- i) transfer of rights to the research results to the grantor or a third party, including an option for license or purchase
- ii) AU is required to disseminate the research results to certain closed forums in the interest of the grantor
- iii) AU is required to guarantee certain scientific results
- iv) the grantor has decision power in the research work to be performed; whereby AU cannot perform the research work independently.

How to use the Sponsor Agreement

The Sponsor Agreement [[link](#)] contains highlighted fields which you must complete. The Sponsor Agreement may only be used for non-clinical activities and without changing the locked wording of the agreement. A copy of the executed agreement must be sent to the legal contract team at tto@au.dk to be registered within central records.

The following issues might arise if the grant is considered restricted:

- the restricted grant or a certain part hereof will be subject to VAT which is also stated in the agreement. If a sponsor receives a consideration in the form of exposure, the amount will be subject to VAT. For VAT-registered companies with VAT-liable activities, this will not be a problem as they have the right to deduct the VAT amount. If, on the other hand, the company is not VAT registered, VAT will constitute an additional cost, or 20% less in income to AU, if VAT is to be deducted from the sponsored amount.
- the restricted grant might be considered a commercial activity

Who to contact if in doubt:

- Questions on VAT: Send an e-mail to projektenheden@au.dk
- Questions on commercial/not-commercial activities: Send an e-mail to projektenheden@au.dk
- Questions on restricted grants or collaboration agreements: Send an e-mail to tto@au.dk

Managerial responsibility

- In connection with sponsorship agreements which solely concern activities at a faculty, the dean of the faculty is responsible.
- In connection with more extensive cross-organisational activities, the rector is responsible.