

The Project Sponsor must be someone who strongly supports the objectives of the project:

- They are convinced in their own mind that the project is vital to the mission of the University, and is strategically aligned to the university's published goals and objectives.
- They are willing and able to contribute the time and effort necessary to fulfil the Project Sponsor role as outlined below
- The person or persons who, on completion of the project, will hold ongoing operational accountability for the project's product and/or service deliverables, should be amongst those considered for the role of Project Sponsor.

The Project Sponsor is a champion and advocate on behalf of the project:

- They champion the project wherever they are able to exert influence
- They advocate for the allocation of sufficient resources to ensure the project is completed in a timely manner
- They acknowledge the authority of the Project Manager to run the project, and fully support his or her efforts towards fulfilling the defined project deliverables, according to the defined schedule, cost and other project parameters.

The Project Sponsor is a primary resource for the business inputs into the project:

- They bring a "business" view to the shaping and refining of the scope and deliverables of the project
- They review project documents such as the Concept Document, Business Case, and Project Charter, as they are created, and offer suggestions for improvement. The Sponsor will often be the one who creates the Concept document, thus initiating the project
- They assist the Project Manager in ensuring the final deliverables of the project are optimally congruent with actual business needs. This may include advocating managed variations to scope and deliverables part way through a project, through the formal project variation management process, as business needs change.
- They assist the Project Manager in obtaining the necessary business related inputs and advice for the project. For example, if the scoping phase of the project calls for focus groups, the Sponsor will advise the Project Manager regarding focus group membership selection, and put the Project Manager in touch with the right business contacts

The Project Sponsor has an ownership stake in the project in a business / governance sense:

- If the project is big enough to warrant a Governance Board (or Steering Committee), the Sponsor will be a member of the board, and in many cases may be selected as the chair of the board.
- If the project has no Governance Board, the Sponsor is responsible to keep an active interest in the progress of the project, and to work with the Project Manager to manage any high level risks to the project which may crop up from time to time.

No project may begin without a Project Sponsor who has committed themselves to fulfilling the above roles. This commitment is registered through the Project Sponsor sending an email to the Project Office advising that they have read and understood both this document and the project concept document (the version number of each document must be specified), and have committed themselves to undertaking the role of Project Sponsor for the duration of the project. Projects of an underpinning IT infrastructural nature such as implementing a new email system are an exception to the above, since they are automatically sponsored by the ITS Director.