

Student Group Sponsorship Policy

1. Introduction

- 1.1** Bath Spa Students' Union believes that all clubs and societies should have the option of obtaining sponsorship from external organisations where it is at a benefit to their student group or its members.
- 1.2** Bath Spa Students' Union is committed to ensuring that any sponsorship agreements that are in place for any of its student groups are in accordance with legal requirements and reflect the beliefs and values of Bath Spa Students' Union.
- 1.3** Sponsorship relates to an agreement between two or more parties where there is an expectation from either party to provide either goods or service in return for goods or service for themselves.
- 1.4** This policy applies to all student groups of Bath Spa Students' Union, including but not limited to Societies, Sports Clubs, Spa Life Media, RAG, Volunteering Projects or Individual Student Led Events.
- 1.5** This policy does not limit sponsorship to a financial agreement but includes an understanding that if an agreement is made in exchange for services or for items that are donated between parties it shall be governed by this policy.

2. Sponsorship Procedures

- 2.1** All sponsorship agreements must go on a Bath Spa Students' Union standard contract, made available on the Bath Spa Students' Union website, to be considered valid. Bath Spa Students' Union will not recognise a sponsorship that is on a different contract.
- 2.2** All sponsorship contracts will be considered null and void unless they are signed off by all parties including the sponsor, the recipient and the Chief Executive Officer of Bath Spa Students' Union or their delegated nominee.
- 2.3** All sponsorship contracts must state clearly what each party is to receive in terms of either payment, goods or services.
- 2.4** If a financial transaction is part of the agreement the contract must state the agreed dates and amount to be invoiced, this can be split over more than one payment if stated on the contract.
- 2.5** Any payments should be made via a BACS transfer to Bath Spa Students' Union upon receipt of an invoice.
- 2.6** It is the responsibility of a student group committee or leaders to find and develop sponsorship agreements with any sponsors. Bath Spa Students' Union will provide support in doing this.
- 2.7** All sponsorship contracts will be valid until the end of the academic year in which it has been agreed unless otherwise stated in the terms and conditions of the sponsorship agreement.

- 2.8** If sponsorship terms and conditions state any materials printed will have the sponsor's name or logo on them payment must be made before the order is purchased.
- 2.9** Bath Spa Students' Union will send the initial invoice and chase subsequent payments. If it is unpaid this money will be taken from the relevant student group account.
- 2.10** If sponsorship is received without a contract Bath Spa Students' Union reserves the right to return the money or goods received under section 2.1.

3. Restrictions on Sponsorship

- 3.1** Bath Spa Students' Union reserves the right to not sign a sponsorship agreement if any aspect of the sponsorship policy is believed to have been broken or if a sponsor is deemed to be breaking any laws, local bylaws or Bath Spa Students' Union policies.
- 3.2** Bath Spa Students' Union reserves the right to not sign a sponsorship agreement where it believes the agreement poses a financial risk to the club, society or Students' Union.
- 3.3** Bath Spa Students' Union reserves the right to not sign a sponsorship agreement where it believes the sponsorship agreement poses a risk to the welfare of the members of a club, society or the Students' Union.
- 3.4** The appendix table (Appendix A) details a list of reasons as to why Bath Spa Students' Union may not agree to sign a sponsorship agreement.

Appendix A : Potential restrictions on sponsorship

Guidance on likely restrictions	Reason
<p>No sponsorship deals to be made with any organisations that breach any exclusivity contract held by Bath spa Students' Union</p>	<p>Bath Spa Students' Union provides a range of services and as such has the right to exclusivity on these. Bath Spa Students' Union may also have contracts with organisations where exclusivity is part of the terms and conditions. Approving this for a student group could cause a breach in contract.</p>
<p>Any sponsorship that brings Bath Spa Students' Union or Bath Spa University into disrepute</p>	<p>Under the 'Members Code of Conduct' student groups have a duty to ensure that their activity does not cause offence and can bring the Students' Union or University into disrepute. This will be considered on an individual basis</p>

<p>Commission based deals that involve tickets being sold on behalf of a venue(s) will be considered on a case by case basis</p>	<p>These often represent poor value for money and risk a group's activity being diverted from its core purpose i.e. the interests of its membership.</p>
<p>Any non-venue related commission based deal must be approved in advance and will be considered on a case- by-case basis</p>	<p>These often represent poor value for money and risk a group's activity being diverted from its core purpose i.e. the interests of its membership</p>
<p>Nightclub deals must be approved in advance and will be considered on a case-by-case basis</p>	<p>Bath Spa Students' Union has a duty of care to ensure that any nightclub sponsorship deals represent the best interests of members.</p> <p>In addition to this Bath Spa Students' Union may at times run events that would fall under a no compete clause.</p>
<p>Fitness Club or Gym</p>	<p>Bath Spa Students' Union runs a gym service and as a result has the right to exclusivity in promoting this gym. Deals will be considered on a case by case basis if it is for an activity that Bath Spa SU gym is unable to provide.</p>
<p>Companies that involve gambling will be considered on a case by case basis</p>	<p>Bath Spa Students' Union has a duty of care to it's members to ensure that they do not get addicted causing financial risk.</p>
<p>Payday Loan companies will not be approved</p>	<p>This is a student welfare concern due to the high interest rates. Bath Spa Students' Union would rather seek to promote sustainable means of student support.</p>
<p>Alcohol based companies will not be considered</p>	<p>Bath Spa Students' Union has an Alcohol and Drugs policy and as such will not promote purely alcohol based companies. Bath Spa Students' Union believes in promoting responsible drinking and as such will not advertise purely alcohol based companies.</p>
<p>No sponsorship can be taken with organisations that promote values that disagree with Bath Spa Students' Union</p>	<p>Bath Spa Students' Union policies are approved by members of the Union and as such these policies must be adhered to.</p>

Passed by: Democracy and Oversight Committee – 01/11/17

Date of review: November 2019