

Sponsorship Guidance

Updated 12/08/2021

Contents

Sponsorship Guidance	1
Contents	2
Introduction	3
Who can my Student Group not be sponsored by?.....	4
Creating a Sponsorship Agreement	4
Researching.....	4
Proposal	5
Signing.....	5
Template Sponsorship Agreement	6
The University of Leicester Students' Union Terms and Conditions	8
Changelog	10

Introduction

Many Student Groups choose to create sponsorship packages with local, national or international businesses. Sponsorships can take many forms including:

- Monetary
- Discounts on products and services
- Skill exchanges

After reading this handbook, if you have any questions the Activities & Volunteering Department is here to assist you 10am-4pm Monday to Friday. You can get in touch with the whole team at unionactivities@le.ac.uk.

Who is responsible?

The **Treasurer** is the primary lead for the financial management of your Student Group, however it is the responsibility of **all Committee Members** to be aware of the Student Group's finances and how sponsorships work.

Who can my Student Group not be sponsored by?

Due to the Students' Union Constitution and existing relationships with external companies, Student Groups cannot receive sponsorship from other companies of a similar nature including but not limited to:

- Pizza companies on campus (Domino's have exclusive access to campus, however, you can gain sponsorship in the form of discounts at off-campus restaurants)
- Gym providers (due to the University's own facilities)
- Sports Kit Providers (due to the agreement with Viper10)
- Fur Traders
- Gambling Companies
- 'Adult service providers' (such as strip clubs)
- Animal breeders

Please Note: All Sponsorship agreements must be reviewed by the Activities & Volunteering team to ensure it does not break any further guidelines.

Creating a Sponsorship Agreement

Sponsorships are a fantastic way to build a relationship with a company whilst sometimes also getting a financial bonus. There are three key steps:

Researching

Look at businesses your Student Group already have an existing relationship with, along with thinking about ones further afield that could align with your Student Group's interests and values. With all companies you look at, take some time to research their brand and what it stands for, and be ready to demonstrate how this links into yours.

We also recommend thinking about what your Student Group would like to gain from the sponsorship, consider publicity and professional expertise instead of only thinking about finances.

Proposal

Your Student Group's proposal should be no longer than 2 A4 pieces of paper, but don't be afraid to make it fun and show what makes your group unique. The free design software [Canva](#) has lots of great easy to use options for this.

We'd recommend a structure which answers the following questions:

- Introduction to your Student Group:
 - What does your Student Group do?
 - What is the size of your Student Group?
 - What are your Student Group's achievements?
- Sponsorship Information:
 - Why have you chosen this company to approach?
 - Why do you need the sponsorship?
 - What are you looking for from the company in the sponsorship?
 - What can your Student Group offer to the company in the sponsorship?
- Contact Information
 - Include your Student Group's contact information

Please Note: One method of sponsorship you could offer is a tiered system (for example, Bronze, Silver and Gold) with different benefits at each level.

Signing

After agreeing a deal, fill in the sponsorship contract [here](#) (template also found below) Before signing, you **must** send it to unionactivities@le.ac.uk where we will review the agreement to ensure your contract is fair and in line with our guidelines.

Please Note: When your Student Group is due to receive funds from a sponsorship deal, please email su-finance@le.ac.uk with the amount expected and who from to ensure that we can match the funds with your group.

Template Sponsorship Agreement

Sponsorship agreement between the University of Leicester Students' Union **STUDENT GROUP NAME** and **SPONSOR NAME**.

1. Definitions

1.1. For the purposes of the agreement:

1.1.1. The University of Leicester Students' Union **STUDENT GROUP NAME**, The University of Leicester Students' Union, Percy Gee Building, University Road, Leicester LE1 7RH is described as the **STUDENT GROUP NAME**

1.1.2. **SPONSOR NAME, ADDRESS 1, EMAIL ADDRESS, TELEPHONE NUMBER** is described as **SPONSOR NAME ABBREVIATION**

2. Duration of Agreement

2.1. This agreement will last for one academic year only from **DATE** to **DATE**.

3. Acceptance of this Agreement

3.1. Upon signing this agreement, **SPONSOR NAME** are bound by the Students' Unions Terms and Conditions (attached). They also accept the following additional terms:

3.1.1. Failure to comply with the Terms and Conditions of the Students' Union will result in termination of this contract.

3.1.2. Unauthorised publicity on campus is prohibited. This includes the employment of Student Brand Managers and distribution channels outside the Students' Unions control. Unauthorised publicity will result in immediate termination of this agreement.

4. Obligations

4.1. **STUDENT GROUP NAME** will provide the following:

4.1.1. **Obligation 1**

4.1.2. **Obligation 2**

4.1.3. **Obligation 3** (Delete as appropriate)

4.2. **SPONSOR NAME** will provide the following:

4.2.1. **Obligation 1**

4.2.2. **Obligation 2**

4.2.3. **Obligation 3** (Delete as appropriate)

5. Signatures

For and on behalf of **STUDENT GROUP NAME**

Signature

Name

Position

Date

For and on behalf of The University of Leicester Students' Union

Signature

Name

Position

Date

For and on behalf of **SPONSOR NAME**

Signature

Name

Position

Date

The University of Leicester Students' Union Terms and Conditions

Generalities

- The University of Leicester Students' Union has policies that do not allow the promotion of certain products, services and companies by our affiliated societies and sports clubs. Please note that your proposal may need to be passed and approved by the Students' Union Executive team before it can progress.
- The Students' Union reserve the right to refuse to distribute any material we deem unsuitable. Our decision is final.
- A media booking does not constitute an endorsement by the Students' Union or affiliated societies and sports clubs, and any promotional material should not suggest such support.
- If you are unsure about your promotion please send any copy, designs and/or an outline of your promotion to **STUDENT GROUP CONTACT EMAIL ADDRESS**
- Any queries concerning any orders must be received within 5 working days from the date of invoice.

Payment

- Payment must be made within 30 days of invoice
- Payment may be made in advance with your order by debit/credit card, cash or cheque made payable to the University of Leicester Students' Union.
- BACS payment must be supported by an official purchase order.

Cancellations

- All cancellations must be in writing to **STUDENT GROUP NAME** at University of Leicester Students' Union, First floor Percy Gee building, University of Leicester, LE1 7RH
- Cancellations made more than 30 days prior to the 1st publication or event/agreement date – 50% of agreed fee is chargeable
- Cancellations made more than 15 days prior to the 1st publication or event/agreement date – 75% of agreed fee is chargeable
- Cancellations made more than 7 days prior to the 1st publication or event/agreement date – 90% of agreed fee is chargeable

Liability

- In the event that The University of Leicester Students' Union cancels all or any part of the publication or event or to be unable to perform their obligation under this agreement the liability of The University of Leicester Students' Union shall be limited to the refund of any payments made by the client /sponsor to the Students' Union under this agreement.
- No client / sponsor may take or receive monies by cheque, cash, debit or credit card or otherwise from any visitor on the day unless previously agreed by The University of Leicester Students' Union.
- Any data collected by sponsors must not be passed to or sold to any third parties. Sponsors must comply with the Data Protection Act in relation to any data collected or obtained during events.

- Clients / sponsors are responsible at all times for the safety and security of their property. The University of Leicester Students' Union cannot be held responsible for any matters outside our control.
- Any client / sponsor planning on giving away food or drink must inform The University of Leicester Students' Union prior to the event; if permitted, the client / sponsor must provide evidence of compliance with relevant health and safety legislation and insurance. Sale of food or drink is not permitted.
- All clients / sponsors must adhere to all The University of Leicester Students' Union's policies at all times. Public sensitivity should be considered before the distribution of promotional material. Any violation of The University of Leicester Students' Union policies could result in you being asked to leave.
- Our decision is final. Failure to comply with these terms will result in your eviction from the events without reimbursement.

Inserts, leaflets and posters

- The University of Leicester Students' Union takes no responsibility for the printing of any inserts, leaflets and posters.
- Our decision is final. Failure to comply with these terms will result in your eviction from the events without reimbursement.
- Marketing communications should contain nothing that is likely to cause serious or widespread offence on the grounds of race, religion, sex, sexual orientation or disability. Compliance will be judged on the context, medium, audience, product and prevailing standards of decency.

Indemnity

- You shall indemnify us against loss, actions, costs, claims, demands, expenses and liabilities whatsoever (if any) which may incur either in common law or by statute in respect of personal injury to, or death of, any person, or in respect of any loss or destruction of or damage to property (other than as a result of any default or neglect of ourselves or of any person for whom we are responsible) which shall have occurred in connection with any work executed by you under this contract.

Changelog

12/08/2021 – Updated