

Sponsorship Guidelines:

All sponsorships must be approved by the Societies team, who reserve the right to reject any sponsorship agreements that may be damaging to the society, Hallam Students' Union and students involved.

Please follow the steps below and do not sign any contracts or paperwork without first seeking approval from the societies team.

Contact details: activitiesadmin@shu.ac.uk

Stage 1: Initial inquiries

Get in contact with the Societies team to discuss potential sponsors, whether the sponsor has approached you or you are thinking of approaching them, come chat to us so that we can give informed advice on the process, and what to look out for.

Some sponsorship types to consider:

- Local businesses that may offer goods, venue space, or employability opportunities,
- National organisations that may offer employability opportunities or support,
- Academic groups that may offer sponsorship or affiliation opportunities,
- Bars /Pubs that may offer discounts,
- Family and friends with experience, businesses, or connections that could benefit your society.

Remember, not all sponsorships have to be about money!

Consider the following questions:

- What do you want the sponsorship for?
- **Is this sponsorship inclusive for your members?**
(Consider the fact that some members may not drink, some will commute, some will be parents and carers, some may have accessibility needs, and more)
- Is this sponsorship offering your members opportunities or benefits that link to the aims of your society?
- How much money/what goods, services, access do you need?
- How will money be spent/resources used?
- Do you have a specific sponsor in mind?

- Do you have any other sponsors already? You should be transparent about this with your sponsors if/when they ask.

Stage 2: Sponsorships involving advertising

There are some rules that you should be aware of around advertising.

As a society associated with and representing Hallam Students' Union your society cannot advertise gambling, betting, casinos, pornography and sexual services, or tobacco. Advertisements must always be signalled as advertising. Advertisements for alcohol must not:

- Claim or imply that alcohol can enhance confidence or popularity.
- Imply that drinking alcohol is a key component of the success of a personal relationship or social event. The consumption of alcohol may be portrayed as sociable or thirst-quenching.
- Imply that alcohol might be indispensable or take priority in life or that drinking alcohol can overcome boredom, loneliness, or other problems.
- Imply that alcohol has therapeutic qualities. Alcohol must not be portrayed as capable of changing mood, physical condition, or behaviour, or serving as a source of nourishment. Marketing communications must not imply that alcohol can enhance mental or physical capabilities; for example, by contributing to professional or sporting achievements.
- Link alcohol to illicit drugs.
- Feature alcohol being handled or served irresponsibly.

6.2.3 Drinking alcohol must not be portrayed as a challenge. Advertisements must neither show, imply, encourage nor refer to aggression or unruly, irresponsible, or anti-social behaviour nor link alcohol with brave, tough or daring people or behaviour.

6.2.4 Advertisements within the alcohol category must neither link alcohol with seduction, sexual activity or sexual success nor imply that alcohol can enhance attractiveness.

6.2.5 Advertisements that include a sales promotion featuring alcohol must not imply, condone, or encourage excessive consumption.

6.2.6 Advertisements must not link alcohol with activities or locations in which drinking would be unsafe, or unwise such as the use of potentially dangerous machinery or driving.

If you are unsure about any advertisements or advertising material that a sponsor is requesting that you share, please speak to the Societies Team for further guidance.

Stage 3: Sponsorship Agreement

Once a sponsor has accepted your sponsorship proposal (or you have accepted theirs) the next step is to sign an agreement or contract. This will make the sponsorship legally binding for both parties so...**do not sign any contracts or paperwork without first seeking approval from the students' union.**

Make sure of the following:

- Does the person you are dealing with have the authority to sign off sponsorship agreements?
- Do the terms of the contract match that of the proposal – is this what you initially agreed to?
- Does the contract require exclusivity? Do you want to have more than one sponsor, if so, you will need to avoid exclusive contracts.
- Is there a specific payment date? If not, it may make it harder to chase up payment.
- If they don't provide a contract, you should fill out the sponsorship form from the Students' Union and get the company to read and sign it. It is always important to have your agreement down on paper to ensure fewer disagreements and follow up from the deal each end.
- Make sure that you get the sponsor's invoicing details.
- Make sure that the contract covers what will happen under extenuating circumstances, for example COVID-19 related restrictions or closures. The Societies Team can check the contract to ensure that it covers things like this.

Remember – sponsorships should only last for an academic year, as the sponsor will need to renew or update their sponsorship agreement with the next committee.

Stage 4: Getting and Spending the Money

For sponsorship agreements that involve money to be paid to your society simply complete the [societies sales invoice request form](#).

The Finance Department at HSU will then manage your invoicing arrangements within the sponsorship agreement. Once the money has been received from the sponsor the Finance Department will immediately do an internal transfer to your society account.

Stage 5: Spending money

Once you have received the money you should:

- Keep a record (words and pictures where relevant) of what your society has done to meet the terms of the sponsorship agreement.
- Make sure someone in the society is responsible for checking the details of the sponsorship agreement and whether these are being met.
- Update your sponsor on how things are going, when relevant/appropriate. Communication is key to the relationship – you can send them details of how their sponsorship money is being used and, where appropriate, invite them to events that you may be holding.
- If you are unable to carry out part of the agreement speak to the SU and your sponsor and see if you can arrange an alternative. Don't just ignore the problem!

Contact the Societies team if you have an issue with your sponsor that cannot be resolved.