



Sponsorship Guidelines for Queen's Students' Union Clubs and Societies

1. Introduction

1.1 These guidelines advise on sponsorships between QSU Clubs and Societies and external sponsors.

1.2 A Sponsorship Agreement or contract governs the relationship between a Sponsor and those entitled to enforce the Sponsorship obligations. It has a number of terms and conditions agreeing a service (or services) in return for a fee. This policy and process will help to provide clarity and understanding of the expectations of each partner in a sponsorship agreement.

2. Terms and Conditions for External Sponsorships

2.1 Clubs and Societies must source their own sponsors. The Students' Union encourages that they consider multiple companies before entering into a sponsorship agreement. Multi sponsorship is not encouraged, but not forbidden. Any sponsorship is the start of a relationship, and it is therefore important that a Club/Society delivers what they have agreed with the sponsor. For that reason, it is better to focus on fewer sponsorships and invest in those relationships.

2.2 Clubs and Societies are strongly discouraged from accepting sponsorship from;

- Businesses which represent direct commercial competition to the Students' Union (e.g. bars, nightclubs, shops similar to the SU Shop)
- Businesses which represent direct commercial competition to Queen's University businesses (e.g. gyms, private student accommodation companies, independent cinemas)
- Businesses whose main aims and objectives could be damaging to the student experience (e.g. gambling or betting shops, tobacco companies, any company which incites hate or violence, or provides a platform for others to do so)

2.3 Clubs and Societies are encouraged to accept sponsorship from;

- Businesses which promote a healthy lifestyle & a healthy campus at Queen's.

2.4 Clubs and Societies must meet or engage with their potential sponsors to discuss benefits and guidelines of the contract before signing any contract.

2.5 Once a sponsor and terms and conditions of a contract have been agreed, a QSU External Sponsorship Contract must be completed and signed by the Sponsor and two Executive Committee members of the Club/Society.

2.6 If the sponsor has a Contract Agreement of their own, this must also be submitted alongside the QSU External Sponsorship Contract.

2.7 The contract must be reviewed by the Clubs and Societies Manager in the Students' Union and signed off by both the Clubs and Societies Manager and the Student Officer for Campaigns and Engagement.

2.8 Once the form is complete with all five signatures, it must be stored on file by the Clubs and Societies Manager with a copy held by the respective Club/Society.

2.9 This contract must also be passed on to the sponsor for their records.

2.10 If the contract has monetary gain for the Club/Society, they must raise an invoice with the Clubs and Societies Finance Office.

2.11 If the Clubs and Societies Manager has any concerns relating to the contract this will be discussed with the Club or Society.

2.12 On the occasion of an external sponsorship for a 'one-off' event or a similar agreement, a shorter contract is required to be signed by the company, the Clubs and Societies Manager, and one member of the Club/Soc Executive Committee.

General advice on entering a sponsorship agreement:

When approaching a business to discuss a sponsorship arrangement, always make sure to keep your communication professional, well-presented, and succinct. You should clearly demonstrate what the benefit will be to the sponsor (rather than just to the society!). Be cautious before signing any sponsorship agreements, particularly if a business requests access to your membership list or any other personal data you might hold. Remember that you can get in touch with the Clubs and Societies Manager or the Student Officer for Campaigns and Engagement at any time if you wish to discuss a potential sponsorship deal.