

Your Societies – Sponsorship, Gifts and Hospitality Guidance

Sponsorship for Your Societies is when the society is given support by means of money, encouragement and the loan of resources or other help from an external source. It can be extremely beneficial for a group to have appropriate sponsorship and the Students' Union encourage groups to make the most of these opportunities. However it is important to remember that University of Sunderland Students' Union (USSU) is a registered charity and we must ensure that all sponsorship arrangements comply with guidelines issued by the Charities Commission.

Sponsorship agreements must clearly state all of the arrangements agreed between the sponsor and the sponsored. Any agreements must have permission of the Students' Union before they can be considered active. This agreement can be sought by completing the Your Societies Sponsorship Contract in line with the guidance set out below:

Guidance

Any financial payments must be paid into the relevant society bank account and not into the bank account of any individual. USSU Finance will arrange to invoice the sponsor for collection of any agreed financial payment.

1. Sponsorship arrangements should not put pressure on society members to attend / drink at designated bars and clubs. We would be unlikely to agree any sponsorship arrangements with bars or clubs that set out minimum spend arrangements that we deem to be unreasonable.
2. Each sponsorship arrangement will be considered carefully by the Students' Union and where necessary we may need to seek legal counsel before we can make a decision as to whether we can sign off the arrangement.
3. We consider student welfare as a priority and will restrict any sponsorship arrangements that do not reflect this.
4. Sponsorship arrangements should be made for the best interest of the group and not just one person, this includes any personal incentives and gifts offered
5. Any items of equipment (capital items) gifted to a society will belong to the Students' Union though they will be used exclusively by the recipient society as long as that society remains registered.
6. Societies cannot share membership information with any third party. Instead the offer should be to share information to the membership.
7. Any gift or hospitality received by society members should be recorded and declared. Any gift or hospitality that is cash must be declared whatever the amount. Email the yoursocieties@sunderland.ac.uk with details of the gift or hospitality.
8. Do **not** sign a contract with a sponsor until the Students' Union has given the go ahead.

Things to think about

- What does your society do and what are its aims and objectives? Try to connect with related organisations and companies.
- Make sure that you are clear about what you want from the sponsorship and what you can offer to the sponsor.
- Sponsorship is not just about financial arrangements but can also be about access to resources and experiences.
- You can have more than one sponsor but be aware that this can be more work to deliver on.

Gifts and Hospitality

Your Societies committee members are principally responsible for the running of the society. It is important to declare any gifts or hospitality to make sure that there is no conflict of interest in the way the society runs or in the way it manages relationships with external organisations.

Remember – The Your SU Activities & Opportunities Team are here to help you. Get in touch if you want support with setting up a sponsorship arrangement.