

# St Cuthbert's Society Junior Common Room (1168134)

## Sponsorship Policy

### POL016

<b>Approved/issue</b>	June 2019	<b>Locations</b>	Website Trustee Share Drive
<b>Review Cycle</b>	Annual		
<b>Next review due</b>	June 20120	<b>Circulation details</b>	Executive Committee Trustees
<b>Review by</b>	Trustee Legal Committee		

## **1. Introduction**

- 1.1. This policy is intended to outline the official approach that St Cuthbert's Society Junior Common Room (referred to as "the JCR") shall take in regard to receiving sponsorship.
- 1.2. JCR sports and societies may look for sponsors to subsidise their team's running costs. Other areas of the JCR, such as the running of events, may also look into finding sponsorship.
- 1.3. For the purposes of this policy, sponsorship is defined as: "an agreement between the JCR and the sponsor, where the JCR receives either money or a benefit in kind in support of an event, activity, campaign, facility, asset or initiative from an organisation or individual which in turn gains publicity or other benefits".

## **2. Objectives**

- 2.1. To ensure the JCR maximises opportunities to obtain commercial sponsorship for appropriate events, activities, campaigns, facilities, assets or initiatives whilst also offering sponsors attractive packages offering value for money for both parties.
- 2.2. To ensure that Cuth's JCR's position and reputation are adequately protected in sponsorship agreements.
- 2.3. To ensure that the Cuth's JCR adopts a consistent and professional approach towards sponsorship.
- 2.4. To ensure best value is obtained and provided in sponsorship arrangements.
- 2.5. To protect members from allegations of inappropriate dealings or relationships with sponsors.

## **3. General Principles**

- 3.1. The JCR will actively seek opportunities to work with local, regional, national and international organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with its charitable aims.
- 3.2. The JCR welcomes opportunities to work in such partnerships. It will not, however, put itself in a position where it might be said that such a partnership has or might have or may be thought to have:
  - 3.2.1. Influenced JCR volunteers and employees in carrying out statutory functions.
  - 3.2.2. Been entered into in order to gain favourable terms from the JCR in any business or other agreements.
  - 3.2.3. Aligned the JCR with any organisation, which conducted itself in a manner, which conflicted with the JCR's charitable aims.
  - 3.2.4. Aligned the JCR with any organisation which are disapproved by College Council.

## **4. Procedure**

- 4.1. Before seeking sponsorship, the JCR, JCR sports team, or JCR society must consider this Sponsorship Policy and follow the Guidelines.
- 4.2. Sponsorship agreements must be referred to the JCR President for review prior to signing. Financial sponsorships must also be referred to the FCO for review prior to signing.
- 4.3. The President and FCO may consult with the Trustee Board before approval.
- 4.4. The President's decision on whether to accept sponsorship will be final.

## **5. Financial Procedures**

- 5.1. Payment should be made in full prior to the commencement of the agreed sponsorship activities. Phased payments can be determined depending on the nature of the sponsorship package, value and length of the agreement. In this case, the first payment is to be of a higher proportionate amount.

## **6. Media Relations**

- 6.1. All media information produced by the sponsor must be approved by the JCR before circulation.
- 6.2. The use of sponsors' logos and other branding must not interfere or conflict with the JCR's own charitable aims and reputation or bring the JCR into disrepute

## **7. Conflict of Interest**

- 7.1. JCR members are required to declare in advance if they have any personal interests, involvement or conflicts of interest with any potential sponsors. In the event of a conflict of interest, the JCR, JCR sport, or JCR society will take no part in the consideration of sponsorship with that particular organisation.

## **8. Approval and Review**

- 8.1. This Sponsorship Policy was prepared by the JCR President on behalf of the JCR Trustee Board.
- 8.2. This Sponsorship Policy will be reviewed every 3 years by the Trustee Board in consultation with relevant parties including the JCR President and Executive Committee Members.

**This Sponsorship Policy has been approved by the JCR President and Trustee Board.**

Signed Tim Chapman

Signed Amy Kuner

Dated June 29<sup>th</sup> 2019

Dated June 29<sup>th</sup> 2019

**Chair, JCR Trust 2018-2019**

**JCR President 2018-19**