



Owner:	Head of Sport and Culture
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Sponsorship Policy and Procedure

1. SCOPE AND PURPOSE

- 1.1 These Policy and Procedures apply to Bournemouth University (BU) staff and members of the BU Community Business Limited (BUCB) Board (internal or external) who support BUCB with the operation of, and to all individuals and clubs who use the facilities at, Chapel Gate, Parley, Christchurch, Dorset, BH23 6BD (Chapel Gate).
- 1.2 These Policy and Procedures must be followed:
 - 1.2.1 by anyone seeking sponsorship not on behalf of BUCB or BU, such as the lead representative of a club based at Chapel Gate;
 - 1.2.2 where the sponsorship is proposed to be displayed at Chapel Gate; and
 - 1.2.3 where the exemption at paragraph 1.3 below does not apply.
- 1.3 These Policy and Procedures shall not normally apply to the clothing worn, or to certain equipment used, by individuals while using the facilities at Chapel Gate. Equipment falling within this exemption includes items such as cricket pitch covers, goals, nets and rugby post protectors. Pitch side sponsorship and any other grounds or building based sponsorship falls within the scope of these Policy and Procedures. However BUCB retains the right to ask for these to be covered or removed where the nature of the product or service would be deemed offensive or not in line with the BU [Code of Ethical Fundraising and Donors' Charter](#).
- 1.4 BU's prevailing [Sponsorship Policy and Procedure](#) shall continue to apply to anyone seeking sponsorship on behalf of BU or BUCB, or where sponsorship for a BU or BUCB activity is offered by a third party.
- 1.5 Any reference in these Policy and Procedures to sponsorship is to the display of any advertising or branding, commercial identification, name, image, and or trade mark.
- 1.6 These Policy and Procedures are intended to ensure that BUCB complies with its obligations, including the expectations of BU, in relation to sponsorship at Chapel Gate and to ensure that sponsorship at Chapel Gate is managed in a

way that is fair and consistent for BU, BUCB and the individuals who use the Chapel Gate facilities.

2. KEY RESPONSIBILITIES

- 2.1 Updating these Policy and Procedures and making them publicly available on the Chapel Gate website once approved – General Manager – Chapel Gate.
- 2.2 Seeking approval under these Policy and Procedures and complying with the laws, regulations and codes that apply to the advertising, marketing and fundraising associated with any sponsorship they obtain – the individual seeking sponsorship or, if applicable, the legal entity they represent.
- 2.3 Approval or refusal of sponsorship – the BUCB Board, with delegated authority as set out in paragraph 3.4.1.1 below.
- 2.4 Reporting to the BUCB Board on high-risk results of due diligence requested and approved or rejected annually in May – General Manager – Chapel Gate and the Head of Sport & Culture.

Policy

3. Seeking sponsorship for display at Chapel Gate

- 3.1 Sponsorship falling within the scope of these Policy and Procedures must not be displayed at Chapel Gate unless the prior written approval of BUCB has been obtained, as set out at paragraph 3.4 below.
- 3.2 Each sponsorship request must be considered individually and the reputational implications of the sponsorship for BU and BUCB must be considered together with the legal, moral, ethical and financial implications.
- 3.3 Appendix i of the BU [Code of Ethical Fundraising and Donors' Charter](#) sets out third parties that BU would not approve for sponsorship arrangements (Category 1) and lists third parties where extra consideration should be given as to whether it is appropriate to accept sponsorship (Category 2). BUCB shall not approve sponsorship for any third parties listed under Category 1 and will give extra consideration to any request for approval relating to third parties listed under Category 2.

3.4 Approval of Sponsorship

- 3.4.1 The following delegations apply to sponsorship requests of:
 - 3.4.1.1 Below £1,000 (excluding VAT where applicable) - Head of Sport & Culture;
 - 3.4.1.2 £1,000 to £50,000 inclusive (excluding VAT where applicable) - BUCB Chair or other BU employed Director of BUCB;

3.4.1.3 Over £50,000 to £500,000 inclusive (excluding VAT where applicable)
– any two BU nominated BUCB Directors.

3.4.2 All other sponsorship requiring BUCB approval under this Policy must be approved by the BUCB Board, either in a meeting or by written resolution.

Procedures

4. Requesting approval

4.1 To request approval, please email the General Manager – Chapel Gate at bucb@bournemouth.ac.uk with details of your proposed sponsorship for consideration using the template issued by BUCB as updated from time to time.

General

5. In these Policy and Procedures ‘Sponsorship Year’ means the period from 1st August to 31st July inclusive. Unless otherwise explicitly agreed in writing by BUCB:

5.1 any sponsorship approval shall only be valid until and including the end of the Sponsorship Year within which it is given; and

5.2 BUCB may at any time determine that sponsorship approved by it must only be displayed during the match day times and at the match day locations that have been hired by the individual or club in receipt of the sponsorship.

6. The individual or club in receipt of the sponsorship must remove and cover the cost of removal of the sponsorship when the sponsorship approval ends and where its temporary cover or removal is required by BUCB in accordance with paragraph 5.2 or 7.

7. BUCB shall be entitled at any time:

7.1 Without notice to cover or remove from Chapel Gate any sponsorship:

7.1.1 That is or becomes illegal to display;

7.1.2 That requires approval under these Policy and Procedures but has not received approval, or where approval has been granted but has lapsed in accordance with that approval or paragraph 5 above;

7.1.3 If ordered to do so by any competent authority;

7.1.4 If requested to do so by a third party purporting that the sponsorship infringes its intellectual property rights or where such third party provides another lawful reason for such action;

7.1.5 If BUCB or BU consider that the continued display of the sponsorship is likely to have negative reputational consequences for BU and or BUCB;
or

- 7.1.6 If it does not comply with the BU [Code of Ethical Fundraising and Donors' Charter](#).
- 7.2 To relocate the sponsorship to another area at Chapel Gate, to allow for BUCB approved sponsorship at events at Chapel Gate.
8. BUCB may find corporate sponsorship for Chapel Gate or for specific areas of Chapel Gate. BUCB shall discuss any such proposals with the representative of any Tier 1 club that regularly uses the affected area and shall endeavour to be collaborative in finding an agreeable proposal for BU, BUCB and that club.
9. Requests for sponsorship approval under these Policy and Procedures shall be at BUCB's absolute discretion. Approvals shall only be valid if confirmed in writing on behalf of BUCB.
10. Any approval granted under these Policy and Procedures does not imply endorsement by BUCB or BU of the sponsor or its products or services, and neither BU nor BUCB accept responsibility for the sponsorship, any contractual obligations agreed by individuals or their clubs with third parties, or any resulting VAT liabilities.
11. Approvals granted under these Policy and Procedures does not permit the use of any logos or trade marks belonging to BU or BUCB, unless BUCB or BU explicitly grant such permission in writing.