

Student Group Sponsorship Policy & Procedure

Policy Owner:	Student Communities & Events Manager
Approved by:	Senior Management Team
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Reviewed by:	Head of Membership Services
Next Review Due:	January 2029

1. Purpose

- 1.1 This policy sets out Kingston Students' Union's (KSU) approach to student group sponsorships, ensuring all sponsorship activity is appropriate, transparent, and aligned with KSU's charitable objectives, values, and legal obligations.

2. Scope

- 2.1 This policy applies to all KSU-affiliated student groups, including societies and sports clubs, and any external organisations seeking to sponsor them.

3. Definitions

- 3.1 Sponsor – An external company or organisation providing financial or in-kind support to a student group in return for agreed benefits.
- 3.2 KSU – Kingston Students' Union
- 3.3 Sponsorship Form – The required form completed by a student group to request approval for a sponsorship arrangement.
- 3.4 Sponsorship Terms – The standard terms and conditions governing sponsorship agreements between KSU and external sponsors.
- 3.5 Donations – An external company or organisation providing financial or in-kind support to a student group. Donations do not occur VAT and do not have agreed return benefits.

4. Policy Statement

4.1 Student groups are encouraged to seek sponsorship to enhance their activities in line with their constitutional objectives, increase income, and provide additional opportunities for their members.

4.2 All sponsorship agreements must:

- Be approved by KSU
- Comply with KSU's terms and conditions and this policy
- Align with KSU's charitable objectives and values

4.3 Sponsorship must not:

- Promote gambling, tobacco, vaping or other restricted or inappropriate activities
- Conflict with existing KSU sponsorship or commercial agreements
- Bring KSU into disrepute

4.4 Student group committees cannot enter into contractual agreements on behalf of KSU or their student group. All sponsorship agreements must be made between the sponsor and KSU on behalf of the student group.

5. Responsibilities

5.1 Student Group Committee – are responsible for identifying potential sponsors and initiating sponsorship requests, identifying an agreed sponsorship figure, completing the sponsorship request form and delivering the agreed sponsorship benefits once approved.

5.2 Sponsor – are responsibly for complying with KSU terms and conditions, providing agreed financial or in-kind support, respect KSU branding, values and student-led activity in the agreed timeframes.

5.3 Societies/Sports Development Coordinator – Act as the main point of contact for student groups, support committees through the sponsorship process, ensure approved sponsorships are implemented appropriately and inform the committee once the sponsorship agreement has been signed/paid.

5.4 Commercial Coordinator – Review sponsorship requests for commercial, reputational and contractual risk, identify opportunities for alignment with wider KSU commercial activity, draft and issue sponsorship agreements and arrange invoicing and maintain a central sponsorship log. Specialist Coordinators are also able to sign agreements up to £2000 under 1 year.

5.5 Student Communities & Events Manager – Sign sponsorship agreements up to £5000 under 1 year.

5.6 Senior Management Team – Sign sponsorship agreements up to £10000 and/or if over 1 year.

5.7 CEO can authorise up to £25000 and over 1 year.

6. Procedures

The procedure for securing a sponsorship for a student group is as follows:

- 6.1 A student group identified a potential sponsor and discusses proposed terms with sponsor. They should inform the Sponsor they will receive the agreement from KSU.
- 6.2 The student group completes and submits the Sponsorship Request form to KSU. This is sent to the Commercial Coordinator and relevant student group coordinator.
- 6.3 The Commercial Coordinator reviews the request, identifies any risks or opportunities, and prepares a sponsorship agreement.
- 6.4 The sponsorship agreement is signed by the KSU authorised staff representative as per the limits below and in accordance with the sponsorship benefits approval matrix (Appendix A)

Role	Amount Limit	Length of Agreement
Specialist Coordinator	Up to £2000	Under 1 year
Manager	Up to £5000	Under 1 year
Senior Manager	Up to £10000	Any
CEO	Up to £25000	Any

- 6.5 The sponsorship agreement is issued to the sponsor for signature.
- 6.6 Once signed, the Commercial Coordinator arranges invoicing with the KSU Finance team and records the sponsorship on the central log.
- 6.7 The Societies/Sports Coordinator is informed and supports the group in delivering the agreed benefits.
- 6.8 To ensure the agreement is being met, the Societies/Sports Development Coordinator should send the student group a 'Sponsorship Evidence Submission Form' for them to complete at the end of each Term (Term 1 and Term 2).
- 6.9 Sponsorship activity must not begin until approval and agreement are confirmed.

7. Related Policies and Documents

7.1 This policy should be read alongside the following policies and guidance:

- Student group sponsorship agreement template

- KSU privacy policy
- Student group sponsorship guidance
- KSU terms and conditions
- KSU branding guidelines
- KSU Delegation of Authority
- KSU Authorised Procedure

8. Monitoring and Review

This policy will be reviewed every two years, or sooner if required due to changes in legislation, charity guidance or KSU's strategic priorities.

Appendix A - Sponsorship Benefits Approval Matrix

This matrix sets out which sponsorship benefits may be approved at Coordinator level, and which require escalation.

Sponsorship Benefit	Coordinator	Manager	SMT
Sponsor logo on student group materials (posters, digital graphics, webpages)	✓		
Sponsor name included in event descriptions or programmes	✓		
Verbal acknowledgement at events	✓		
Sponsor attendance at events (non-participatory)	✓		
Distribution of sponsor-provided items (e.g. merchandise, food)	✓		
Single social media mention per platform per activity	✓		
Post-event thank-you or recognition post	✓		
In-kind sponsorship recognition	✓		
One-off event sponsorship	✓		
Repeat sponsorship within same academic year		✓	
Multi-event sponsorship across one academic year		✓	
Sponsor-led talks, workshops or panels		✓	

Data capture, mailing lists or follow-up contact		✓	
Exclusivity clauses		✓	
Alcohol-led or age-restricted promotion		✓	
Ongoing or rolling social media promotion		✓	
Use of student testimonials or endorsements		✓	
Sponsorship involving multiple student groups			✓
National or high-profile brands			✓
Multi-year sponsorship agreements			✓
Sponsorship linked to KSU-wide events or campaigns			✓