



Student Group Sponsorship Guidance

This guidance is for student group committees who are exploring or managing sponsorship for their group. It explains what sponsorship is, what you can and can't do, and the steps you must follow to get sponsorship approved through Kingston Students' Union (KSU).

What is Sponsorship?

A sponsorship agreement is a formal arrangement between Kingston Students' Union (KSU), on behalf of your student group, and an external company or organisation.

The agreement sets out:

- What support the sponsor will provide (e.g. money, equipment, or services)
- What the sponsor will receive in return (e.g. logo placement, social media mentions, event promotion).

Sponsorship can help your group:

- Increase income
- Cover costs such as equipment, facilities, or events
- Create opportunities for members.

Important: Student group committees cannot sign sponsorship agreements themselves. All sponsorship agreements must be approved and signed by a KSU staff member on your behalf.

Engaging with a Sponsor

The first step in engaging in sponsorship is for you to identify and approach potential sponsors. These might include local businesses, alumni-owned organisation, national brands aligned with your group's activity. When considering a sponsor think about:

- Whether their values align with your group and KSU
- What benefits you would like from the Sponsor
- What you would be able to offer

Some agreements may be a one-off arrangement for a single event, publication or activity, but Sponsorship can be sought for longer term projects and year-round support.

Some sponsorships will not be approved, including those involving:

Gambling, vaping, tobacco, illegal substances, or inappropriate content
Organisations that conflict with existing KSU sponsorship agreements. For example, KSU has an existing commercial agreement with Domino's. As student groups operate as part of KSU, they are unable to enter into sponsorship agreements with other pizza companies.

If you're unsure whether a sponsor is appropriate, speak to your relevant coordinator before engaging further.

Agreeing the obligations

Once a sponsor is interested, you will need to make it clear what benefits they will gain from sponsoring your student group. Some examples of benefits to sponsors include:

Displaying the company logo on your society webpage or in official student group emails
Arranging talks by the company to gain exposure to members
Printing logos on banners or flyers for events (materials will need to be purchased using your group funds)
A targeted email to your members
Stall space at an event
Hosting an event in their venue
Please note, you are not able to add sponsor logos onto your sports kit

When agreeing sponsorship benefits, it is important to be realistic and to only offer benefits your committee can consistently deliver throughout the year. You should also ensure that the benefits offered are proportionate to the level of sponsorship received. If you are unsure whether a proposed sponsorship offers good value for your group, speak to the Societies or Sports Coordinator before agreeing anything.

Different benefits offer different levels of value to sponsors. In general:

Passive exposure (e.g. logos on websites or emails) tends to be lower value
Direct access to members (e.g. talks, targeted emails) is higher value
In-person engagement (e.g. events, stalls) is typically the highest value

If you are receiving around £250, offering a logo placement alone is unlikely to represent good value for either party. A combination of low-value benefits (e.g. logo placement plus a social media mention) is usually more appropriate. Higher-value benefits such as

targeted emails, talks, or event access should generally be reserved for higher sponsorship amounts or offered as part of a package. Avoid offering multiple high-value benefits if you are unsure you can deliver them consistently.

Submitting your Sponsorship Request & Receiving the Funds

Once you're happy with the terms you've agreed with the Sponsor, you will need to submit the **Sponsorship Request form** to KSU. Ensure you inform the Sponsor that they will receive an agreement from KSU directly as your group is part of KSU rather than a separate organisation.

We will review the form and ensure the terms align with our **student group sponsorship policy**

We will then draft the sponsorship agreement and a KSU representative will sign it before it is sent to the sponsor for signature

Once signed, we'll arrange for an invoice to be sent to the sponsor so you receive payments in your student group account.

You will be informed by the relevant coordinator once the agreement is signed, and once the invoice has been paid.

Do not begin sponsorship activity or accept funds until the agreement is approved and signed. All sponsorship income is held by KSU and allocated to your student group in line with financial procedures.

Maintaining the Relationship

Once a sponsorship is approved, your committee is responsible for:

- Delivering the agreed benefits

- Acting professionally when representing your group and KSU

- Keeping records of sponsorship activity for handover purposes

If issues arise (e.g. a sponsor asking for something not agreed), contact the Societies or Sports Coordinator immediately.

Strong sponsor relationships can lead to:

- Repeat sponsorship in future years.

- Increased funding.

- Long-term partnerships for your group.

Frequently Asked Questions

I have a question about sponsorship or contracts, who do I contact?

Get in touch with your relevant student group coordinator at societies@kingston.ac.uk or sports@kingston.ac.uk

How long can a sponsorship agreement last?

Usually agreements will last from when our team process your request until the end of the academic year. Agreements lasting longer than one year will need to be discussed in advance with KSU.

Can I sign a sponsorship agreement on behalf of my club or society?

No. Only designated staff in KSU are authorised to enter into contracts or agreements on behalf of the Union including on behalf of your club or society.

If our procedure is not followed, your student group may face disciplinary action as per Byelaw 4.

Our sponsor would like to use their own contract template, is that okay?

No, KSU will only accept requests that are submitted using our Sponsorship Agreement Form.

Can our student group share members personal data, CV's or our mailing lists?

No, you cannot give companies access to mailing lists or share any personal data with them including CV's unless you have written permission from each individual allowing their data to be shared with third parties. You can, however, send out emails on their behalf.

We partnered with someone last year; does my Group need to do the proposal all over again?

Yes, a new agreement needs to be submitted each year regardless of if you have worked with your Sponsor before. Each agreement will last until the end of the academic year.