

## Sponsorship Regulations for UEA

Our sponsorship policies and guidelines at UEA are intended to enable clubs to achieve the best outcome from company agreements, together with safeguarding the club from 'Over Promising and Under Delivering' to agreed sponsors'.

### Sponsorship Policies

1. All clubs must follow UEA Sport and University of East Anglia regulations and guidelines, with sponsorship deals not breaching these boundaries. This includes all key stakeholder agreements already in place with the university e.g. Birds of Dereham clothing deal.
2. All sponsorship deals must be proposed, agreed with and signed off by a member of the UEA Sport staff. UEA Sport reserves the right to refuse any sponsors which may harm or bring the university into disrepute.
3. UEA Sport Clubs will not be allowed to accept sponsorship from any of the following:
  - Alcohol companies, pubs or nightclubs in direct competition to the University of East Anglia, the University of East Anglia Students Union or Sportspark.
  - Tobacco companies
  - Gambling companies
  - Other companies that compete with the University of East Anglia, the University of East Anglia Students Union, the Sportspark, or any related departments or services.
4. Upon agreement and the terms of the sponsorship deal have been agreed and signed off by UEA Sport, the terms may not be altered unless authorised.
5. Any sponsorship agreements that result in the club receiving money will require the agreed amount to be paid directly to the private club account held by the University of East Anglia Students Union.

I agree that I have read and agree to the terms of this document.

UEA Sport Club Name:

Committee member:

Committee Position:

## Guidelines

1. To attract sponsorship, clubs should compose a sponsorship package, stating what they wish to offer a company and what they are seeking to gain from the proposed sponsor.
2. The proposal must be signed off by a member of UEA Sport staff before the club approaches any potential sponsor.
3. Once a package has been agreed that both sides are happy with, both parties must complete and sign a sponsorship contract, also signed by a UEA Sport member of staff.
4. Sponsorship package should include:
  - What the club hopes to gain from the sponsor and what they hope to offer in return to the company.
  - How the club intends to use sponsorship and how the club intends to fulfil any obligations or opportunities they offer to the company.
  - How the club intends to demonstrate the carrying out of agreements and obligations made to the sponsor eg. Marketing or promotions.
  - How the club intends for the sponsor to meet any agreements e.g. being paid money, provision of goods.
  - A list of companies that the club intends to target and an explanation why. This is for UEA Sport to approve.

All agreements should be tangible to ensure both parties have met the desired requirements of the agreement.

5. Any sponsor that requires a club to display branding should provide the means for this to be displayed as agreed in the contract or provide the additional finance required to have the branding displayed.
6. At the end of every year the club, together with help from UEA Sport, should review sponsorship deals to ensure both sides have met all obligations.