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*October 2021*

hwunion.com

*Heriot-Watt Student Union*

***SOCIETY SPONSORSHIP AGREEMENT***

Heriot-Watt University Student Union SOCIETY SPONSORSHIp agreement

*This is a template document – you are welcome to amend it as you see fit.*

This document outlines the agreement between the society and the sponsor as detailed below. It explains the expectations of both parties and any deadlines which need to be met. This document needs to be signed on behalf of the sponsor & the society as per section 7 below.

## 1. The Sponsor

This contract is made between the society and:

|  |  |
| --- | --- |
| Company Name |  |
| Branch Address |  |
| City |  |
| Postcode |  |
| Business Type |  |

|  |  |
| --- | --- |
| Contact Name |  |
| Position in Company |  |
| Contact Number |  |
| Email Address |  |

I confirm that I am authorised to sign on behalf of the company

## 2. The Beneficiary

This beneficiary of this sponsorship agreement will be:

|  |  |
| --- | --- |
| Society Name |  |

## 3. Financial BENEFIT

If the sponsor has agreed to provide **FINANCIAL** compensation to the society, then please complete this section. If the compensation is not financial, please move to section 4 and if it involves both monetary and non-monetary compensation, please complete both section 3 and 4.

The sponsor has agreed to pay the beneficiary a total sum of:

|  |  |
| --- | --- |
| NET | £ |
| Inc. VAT | £ |

This sum will be paid as **one single payment** for the whole year

|  |  |
| --- | --- |
| Payment will be made on | DD/MM/YY |

### OR

This sum will be paid as a **number of smaller installments**

|  |  |
| --- | --- |
| Number of installments |  |
| Amount of each installment (inc. VAT) | £ |
| Frequency of payments |  |
| Date of first payment | DD/MM/YY |

If this sum is being given to the beneficiary for a particular purpose, please specify this below. If this section is left blank it will be assumed that there are no preconditions as to what the beneficiary can spend the sum on.

The sum provided by the sponsor is to be spent on:

|  |  |
| --- | --- |
| Equipment |  |
| Travel |  |
| Clothing/Branded Items (e.g. t-shirts, water bottles) |  |
| Event/Tournament Attendance |  |
| Other | *Please specify* |

## 4. Non-financial benefit

The sponsor has agreed to support the beneficiary through a form of compensation which does not constitute a direct payment to the beneficiary. This support will take the following form:

This sponsor will provide the beneficiary with **discounted services**

|  |  |
| --- | --- |
| Discount offered (% or amount) |  |
| Discount applies to |  |
| Discount start date (inclusive) |  |
| Discount end date (inclusive) |  |
| Additional notes |  |

This sponsor will provide the beneficiary with **specific items of clothing**

|  |  |
| --- | --- |
| The clothing to be supplied |  |
| Quantities |  |

This sponsor will provide the beneficiary with use of **facilities or equipment**

|  |  |
| --- | --- |
| Facilities or equipment offered |  |
| Reason for use |  |
| Start date (inclusive) |  |
| End date (inclusive) |  |
| Additional notes |  |

This sponsor will provide the beneficiary with **guest speakers/industry opportunities**

|  |  |
| --- | --- |
| Guest speakers/industry opportunities offered | *e.g. Conference guests, workshops, site visits* |
| Number of opportunities |  |
| Additional notes |  |

This sponsor will provide the beneficiary with use of **Other means** (detailed below)

|  |  |
| --- | --- |
| Other form of sponsorship | *Please be as detailed as possible* |

## 5. Responsibilities of the beneficiary

As part of this agreement, the beneficiary agrees to undertake the following services:

The beneficiary will advertise the sponsor on **society clothing/equipment**

|  |  |
| --- | --- |
| Advert to be displayed on |  |
| Advert location/size |  |
| Advert to consist of (e.g. logo, slogan, other text) |  |
| Additional notes |  |

The beneficiary will **host events or activities** with the sponsor

|  |  |
| --- | --- |
| Event/activity description |  |
| Event/activity frequency |  |
| Number of attendees |  |
| Beneficiary Involvement | *e.g. Minimum attendees/spend in venue* |
| Sponsor Involvement | *e.g. Will the sponsor provide food/a specific area in their venue* |

The beneficiary will **share sponsor information/posts** to their members

|  |  |
| --- | --- |
| Medium of information/post share | *e.g. instagram, facebook, email newsletter* |
| Frequency of information/post share | *e.g. once a week, once a month* |
| Sponsor Involvement | *e.g. provide text and graphics* |
| Additional notes |  |

The beneficiary will **share member data** with the sponsor\*

*\*The beneficiary needs to make their members aware of a new data share BEFORE data is shared with the sponsor. Any data share must be compliant with GDPR.*

|  |  |
| --- | --- |
| Member data shared with sponsor | *e.g. name, email address* |
| Purpose of data share | *e.g. making society members aware of sponsor’s services* |
| How can members unsubscribe from data share? | *e.g. Email X, unsubscribe button at bottom of email* |
| Additional notes |  |

This beneficiary will **exclusively pair with the sponsor** for the period of this sponsorship agreement

This beneficiary will support the sponsor through **Other means** (detailed below)

|  |  |
| --- | --- |
| Other form of beneficiary support | *Please be as detailed as possible* |

## 6. Important notes (delete if not applicable)

* All promotional stationary (including, but not limited to, signs; artwork; printed materials etc) will be provided at the sponsor’s own expense.
* The sponsor will be expected to provide any artwork (advertisements, hi-resolution logos or images etc) for use by the benificiary in good time. Any delay in providing artwork may result in the agreed services provided by the beneficiary being delayed.
* Upon termination of this agreement the beneficiary will return all advertising materials and agree, if applicable, to stop using the sponsor’s logo. This may include destroying any clothing or equipment bearing the sponsor’s logo.

## 7. Participant Agreement

Agreement on behalf of **The Sponsor**:

|  |  |
| --- | --- |
| Signed |  |
| Name |  |
| Position |  |
| Date | DD/MM/YY |

Agreement on behalf of **The Beneficiary**:

|  |  |
| --- | --- |
| Signed |  |
| Name |  |
| Position | President |
| Date | DD/MM/YY |

|  |  |
| --- | --- |
| Signed |  |
| Name |  |
| Position | Treasurer |
| Date | DD/MM/YY |

|  |  |
| --- | --- |
| Signed |  |
| Name |  |
| Position | *Additional Committee Member* |
| Date | DD/MM/YY |