



Owner:	BU Director of Fundraising and Alumni Relations
Version number:	1
Date of approval:	15 August 2022
Approved by:	The Board of Directors of BU Community Business Limited
Effective date:	18 July 2022
Date of last review:	July 2022
Due for review:	July 2025

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 th



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 ~~who use these~~ Policy and Procedures and comply



in their absence, or if there is a conflict of interest, two BU nominated BUCB Directors.

- 3.4.2 All other sponsorship requiring BUCB approval 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 general@bucb.com



- 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 liaieerlacg 0.00eshe suac VAT01 Tc 0.00 (v)1 (i)1 (i2Td[ac b)5 2(hi)1 (p f)