## UMSU Ethical Sponsorship Policy

## 1.0 Introduction

### 1.1 Purpose

This policy outlines the University of Melbourne Student Union’s (UMSU) approach to sponsorship arrangements, in regards to ethical measures. UMSU has a range of responsibilities to deliver programs and services to students, whilst producing events, which contribute to a vibrant campus culture. By seeking and receiving sponsorship, UMSU can provide additional resources with which to support specific activities or programs. In addition, the success of an event can be enhanced by sponsorship providing better student experiences and feedback.

### 1.2 Preface

UMSU is committed to working with external organisations to increase the student experience and to achieve shared objectives and exposure. It is imperative that UMSU adheres to its organisational values of unionism, respect and ethics. UMSU actively seeks opportunities to work together with external organisations to achieve shared objectives. However, it is vital that we maintain our independence and do not allow external partnerships to bring the name of UMSU into disrepute.

### 1.3 Scope

This Policy applies to all incoming sponsorships received by UMSU.

This Ethical Sponsorship Policy outlines:

* The criteria to be approved as a sponsor;
* Benefits of being a sponsor with UMSU;
* What sponsorships UMSU will not undertake;
* The responsibilities of all parties involved in a sponsorship arrangement in order to ensure there is neither conflict of interest nor negative impact on UMSU’s reputation or probity;
* Transparency of registered sponsors;
* The sponsorship approval and rejection process.

### 1.4 Definitions

Sponsorship - A commercial arrangement in which a sponsor provides a cash or in-kind contribution to support an activity in return for certain specified benefits.

Sponsorship can come in two forms:

1. **In-Kind sponsorship**, where the sponsor will provide you with a donation of sorts for use in your event, this can include items like food for a BBQ, drinks for an opening night exhibition or printing your program/flyers.
2. **Monetary**, where a sponsor will give you a cash donation to enable you to use this donation for items you may require.

Sponsorship does not include:

* The selling of advertising space;
* Joint ventures;
* Consultancies; and
* Unconditional gifts, donations, bequests or endowments.

Events in an UMSU context can include;

* Big Events (SummerFest, Member’s Weeks)
* Departmental events
* VCE Summer School
* Union House Theatre opening nights
* George Paton Gallery opening exhibitions
* Mudfest

## 2.0 Policy

### 2.1 Approval criteria

Any sponsorship arrangement that is offered or sought by UMSU must:

* Benefit students;
* Align with or directly share the organisational values of UMSU;
* Not fall under any of the avoidance criteria;
* Not contradict UMSU’s Terms and Conditions
* Not create an actual or perceived conflict of interest; and
* Not fetter or interfere with UMSU’s constitution, regulations and policies

### 2.2 Benefits for sponsors

The primary benefit for Sponsors is to reach the target audience of students.

Entitlements include, but are not limited to:

1. Licence to use UMSU’s branding for the event such as logos, content and imagery;
2. Exposure at events through signage, access to floor space for activation and integration into the official event programme;
3. Online promotion including banners, splashes and sponsored segments; and
4. The ability to develop co-branded marketing initiatives.

When sponsorship is gained, the following forms of advertising is expected by the sponsor, and is also clearly highlighted in a sponsorship package:

1. Logo on any promotional material
2. Logo on website
3. Logo on e-invites
4. Logo on vinyl banners
5. Logo on programs

### 2.3 Avoidance Criteria

UMSU will avoid entering into sponsorship agreements with enterprises, which are considered to, as a regular business practice:

1. Contravenes the UMSU Constitution
2. Pollute land, air or water excessively;
3. Destroy or waste non-recurring resources or valuable environments;
4. Market, promote or advertise products or services in a misleading or deceitful manner;
5. Acquire land or commodities primarily for the purpose of speculative gain;
6. Create, manufacture, encourage, or perpetuate militarism or engage in the manufacture of armaments;
7. Have labour rights violations, including exploitation of workers through the payment of below award wages or poor working conditions;
8. Manufacture and promote tobacco products;
9. Discriminate by way of race, cultural background, sexual orientation, religion, belief, ability, age or gender in employment, marketing or advertising practices;
10. Contribute to the inhibition of human rights generally;
11. operate with a disregard for indigenous people’s claims to the resources that they are exploiting;
12. Treat animals in an unnecessarily cruel way
13. Promote gambling or casinos
14. Finance or support activities which cause environmental or social harm
15. Engage in corruption or bribery
16. Where there is a conflict of interest (See Policy item 2.5)

Where practicable, UMSU will seek to examine the supply chains, subsidiaries or major subcontractors of potential partners or sponsors.

### 2.5 Conflict of Interest and Personal Benefits

Any sponsorship arrangement UMSU undertakes must not compromise UMSU’s reputation, public image, probity or its ability to fulfil its duty and function the welfare and representation of students.

UMSU will not enter into sponsorship arrangements with a potential sponsor whose interests, objectives and/or mission are in actual conflict with those of UMSU. No employee or volunteer may seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship. Any contribution from a sponsor must be received by UMSU, not directly to an individual, and must be seen to benefit UMSU, not an individual.

Conflicts arising from personal relationships or financial arrangements of staff or volunteers involved in sponsorship assessment, approval or administration will be managed in accordance to the formal investigation portion of the UMSU Acceptable Conduct Policy.

UMSU will not engage or accept sponsorship from companies that have pending lawsuits with UMSU or the University of Melbourne.

### 2.6 Discretion of Students’ Council

UMSU retains the discretion to accept or reject sponsorship from any entity for any reason.

### 2.7 Transparency of information

Information about sponsorships (excluding monetary values) will be available to the student body and public on request. The Communications department of UMSU will maintain a register of these sponsors.

## 3.0 Procedure

**3.1 Acquiring Sponsorship**

## 3.1.1 Initial Sponsorship Plans

At the beginning of each semester, the Sponsorship & Advertising Officer will schedule a meeting with each department. At this meeting a calendar of upcoming events will be established, and sponsors for each event discussed.

It is then the Sponsorship & Advertising Officer’s job to seek and approve these sponsorships and formalise contracts.

Sponsorships should not be organised without the input from the Sponsorship & Advertising Officer.

3.1.2 Department Contacted by Sponsor  
The following procedure should be followed, when a department is approached directly by a company interested in sponsorship:

1. Forward any emails as soon as possible to [**advertise@union.unimelb.edu.au**](mailto:advertise@union.unimelb.edu.au).
2. Be sure not to accept any form of sponsorship or giveaways without approval, as all sponsors are to be approved by Communications, and a ‘contract of understanding’ must be signed by the UMSU department and the client.
3. Sponsorship packages can be discussed and produced by the Communications department to assist you in gaining sponsorship.
4. Any sponsorships have to be go through the Sponsorship & Advertising Officer – this includes giveaways and coupons.
5. It is the Sponsorship & Advertising Officer’s job to contact, negotiate, and organise any promotors, therefore it is not acceptable for any department to accept donations, promotions, giveaways, or discounts from any company or organisation without going through the Sponsorship & Advertising Officer.
6. If the sponsor does not breach any avoidance criteria, this sponsor is then given to the department OB’s for final approval

### 3.2 Approval Procedure

If a sponsor approaches UMSU and;

* Does not fall under any of the aforementioned avoidance criteria; and
* Falls under the aforementioned approval criteria,

That sponsor can be approved by the UMSU President, General Secretary, or Students’ Council. If the sponsor is directly related to an event run by a particular department, the final sign off can be done by the department’s office bearers.

### 3.3 Rejection Procedure

If a sponsor approaches UMSU and falls under any of the aforementioned avoidance criteria, that sponsor is rejected.

Students’ Council has the ability to place any of these rejected sponsors on the **Unacceptable Sponsors List**. The General Secretary and the Communications Department will maintain this registry of Sponsors that can be immediately disregarded for future events. The Unacceptable Sponsors List can be found in the appendix.

If Students’ Council were to place an organisation under the Unacceptable Sponsors List, that organisation will not be able to become a sponsor with UMSU. Students’ Council have the ability to take organisations’ off the list with an approved motion.

**3.4 Acknowledgement of Sponsors Procedure**

Sponsors must always be thanked and mentioned in the following:

* Any speeches on opening days/night of exhibitions, events, theatre productions, festivals and at any other time where speeches are conducted
* In programs where there is a special thanks section, or a sponsor section
* Sponsors should receive copies of any advertising and promotional material you produce, so they can be satisfied that their contribution has been acknowledged.

## 4.0 References

* UMSU Constitution
* UMSU Acceptable Conduct
* Communications and Marketing Policy and Procedures
* Advertising Terms and Conditions
* UMSU Financial Regulations

## 5.0 Review

This policy should be reviewed every 2 years, in addition to Students’ Council’s ability to change the unacceptable sponsorship list.

## 6.0 Appendix

**6.1 Unacceptable Sponsors List**

The Unacceptable Sponsors List is maintained by the General Secretary and the Communications department. Students’ Council has the ability to add and withdraw organisations from the list. Once put on the list, organisations will be automatically rejected without consultation with Student Departments or UMSU as a whole.

Students’ Council can take organisations off the list by motioning with a simple majority in a Students’ Council meeting.

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| **Date of Rejection** | **Name of Organisation** | **Reasoning** |
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**6.2 Contract of Understanding**