



The University of Sheffield Students' Union
Advertisement and Sponsorship Policy
Academic year 2011-2012

CONTENTS:

1.	Introduction and Definitions
2.	Process
3.	Discounts
4.	Reference guide to advertisers where restrictions apply when advertising in Sheffield Students' Union
5.	Your Sheffield (Student Directory).....
6.	Clubs, Committees and Societies
7.	Contracts
	Appendices

1. Introduction and Definitions

1.1 This paper clarifies the terms and conditions upon which Sheffield Students' Union may engage with individuals, firms and other external bodies with regard to advertising, sponsorship and promotions.

1.2 Where the word 'firm' appears, it defines those trading organisations whether in the form of partnership, limited company, sole trader or otherwise. Where the word 'advertise' appears, it is intended to include any promotional activity within or supported by the University of Sheffield Students' Union and its subsidiary companies. This includes all Sheffield Students' Union publications, committees and clubs and societies that are recognised by Sheffield Students' Union.

1.3 The Advertising, Sales and Marketing Officer (Marketing and Communications Department) is the primary channel for departments and organisations of Sheffield Students' Union to seek external sponsorship. The Advertising, Sales and Marketing Officer will then liaise with The BAM Agency Ltd who will then seek and obtain external advertising and sponsorship. The Advertising, Sales and Marketing Officer is to be considered the first port of call for any society, committee, club or department wishing to secure external funding through advertisement or sponsorship.

All departments, clubs, societies and committees are to be made aware of this and BAM's contact details are to be made readily available through the website. Activities and Sports Zone and committee training will all have the Advertising, Sales and Marketing Officers details made readily available.

2. Process

All queries of this policy are to be directed to the Sheffield Students' Union's Finance Officer. It is the Finance Officer's responsibility to review the document once every academic year, consulting with the Student Officers, relevant staff, students and other interested groups.

Sheffield Students' Union and any affiliated bodies are expected to abide by this policy at all times. If for some reason the policy has not been adhered to, this can only be done with the authorisation of the Finance Officer, prior to the advertising/sponsorship being carried out. Where a decision directly contradicts this policy, the area in question must be brought before the Finance Officer for confirmation.

All advertising in Sheffield Students' Union premises and publications is chargeable as per the rate card which can be seen on the Students' Union website at the following address <http://www.shef.ac.uk/union/advertise/>. The following exceptions are listed in the sections below.

3. Discounts

- a) The Careers Service and Student Services are entitled to free advertising within the Students' Union as long as it is at no cost to the Students' Union and there is no commercial element to their booking. (N.B: *This does not include external graduate employers, as they are not considered part of the careers service.*)

- b) Local employers (who book through Jobshop) are entitled to come on site, only if they are promoting part-time vacancies to students at Sheffield Students' Union. They will receive a 50% discount and will liaise with Jobshop when booking this. Further discounts are available, dependent on size and nature of the organisation.
- c) Advertising concerned with the Community Development Committee (CDC) project and the Chaplaincy Services are also free.
- d) Accommodation and Commercial Services are entitled to a 1/3 off standard advertising rates.
- e) Internal clients and University departments are entitled to 1/3 off advertising rates. *
- f) Sport Sheffield is entitled to 50% off standard advertising rates, as there is student participation on the Management Board. S10 Gym will receive a 1/3 off advertising rates. Any further discretionary discounts should be authorised by the Sports Officer and the Advertising, Sales and Marketing Officer.
- g) Registered charities are entitled to a 1/3 off standard advertising rates. Charities that are not registered are not allowed on site.
- h) Discounts may be developed when packages are booked at the discretion of the Advertising, Sales and Marketing Officer.
- i) Blackwells receive free advertising when a University lecture stall is arranged through the University department only. Any other advertising is charged at the standard rate.

** Internal clients, University departments, schools and faculties of The University of Sheffield and Sheffield Students' Union outlets, societies and committees are all vetoed from the BAM contract and are to book directly with the Advertising, Sales and Marketing Officer only.*

4. Reference guide to advertisers where restrictions apply when advertising in Sheffield Students' Union

(See appendices for further information)

The rules below apply to all advertising mediums (Plasma Screens, Poster Boards, Forge Media, Stalls, the Concourse, and Flyering, Graduation Guide, Website, Freshers' Fair, Sports Fair, Activities Fair, Re-Intro Fair, Housing Fair, Text messaging and E-mail).

- a) **Companies and organisations who promote tobacco products (except point of sale) are banned from all advertising opportunities**
- b) **Companies banned under the Ethical & Equality policy because of their:**
 - Involvement with arms trade
 - Use of animals for cosmetic or non –medical experimentation
 - Actions deliberately harmful to the environment
 - Actions that violate human rights
 - Unfair exploitation of developing countries

- Racist, homophobic or sexist policies
- c) **Companies linked to Nestle are banned from all advertising opportunities, as are all Nestle products**
- d) **Lap dancing clubs are banned from all advertising opportunities**
- e) **Gambling companies are banned from all advertising opportunities**
- f) **Companies linked to or promoting Greyhound racing are banned from all advertising opportunities**
- g) **One Medicare and Darzi Centres are banned from all advertising opportunities**
- h) **Landlords must be registered and accredited to advertise at Sheffield Students' Union, landlords who are not any of the below are banned:**
- Registered with the University of Sheffield
 - Don't meet the standards of the Responsible Landlord scheme, therefore do not have properties registered with the University
 - The property is signed up to the National Code of non-Educational establishments
 - Have on going complaints against them from the Students' Union Advice Centre
- i) **Nightclubs, bars, pubs:**
- Advertising is permitted only in the 'Your Sheffield' publication, on the condition that it is approved by the Advertising, Sales & Marketing Office. Such firms are however not permitted to hire a stall or have any other advertising space within the Students' Union.
- j) **Cafes, fast food, sandwich shops:**
- Advertising is only permitted in the 'Your Sheffield' publication, on the condition that there is no promotional information and it is agreed by the Finance Officer.
- k) **Sampling:**
- Freebies and samples may be distributed as long as the brand in question meets with this policy. Where the Students' Union or other SU outlets may see a loss of sale due to this, the advertiser must pay a compensation charge of at least £50 to cover the cost of loss of sales. No alcohol products are allowed outside of the Students' Union bars and no Nestle products can be distributed.
- l) **Publications**
- No external publications or unauthorised materials are allowed in the Students' Union building. Advertisers must declare all third party promotion to ensure it meets with this policy, if not Sheffield Students' Union reserves the right to confiscate this.

m) Clinical testing:

- Clinical testing projects may be promoted on site as long as an evaluation form is completed, detailing the exact aims, methods and perceived risks of the trial. After this permission may only be granted with the authorisation of the Finance Officer.

n) Sales:

- If sales are to go ahead in the Students' Union buildings and outlets by an external company/advertiser, these must be directly authorised by the Advertising, Sales & Marketing Officer beforehand and the Finance Officer. If sales are permitted, receipts must be issued for every sale and the sellers themselves.

o) Graduation photography:

- Ede and Ravenscroft have an exclusivity deal with Sheffield Students Union, therefore no other graduation photographers will be advertised or promoted, nor be allowed on site.

p) Bottled water:

- The sale of still bottled water is banned and runs right across the Students' Union; this includes the advertising of bottled water through Sheffield Students' Union.
- Advertisers are also prohibited from giving away bottles of still water as part of their promotions. If they do this Sheffield Students' Union reserve the right to con

5. 'Your Sheffield' (formerly Student Directory)

As stated, the above rules apply to all advertising mediums (Plasma Screens, Poster Boards, Forge Media, Stalls, the Concourse, Flyering, Graduation Guide, Website, Freshers' Fair, Sports Fair, Activities Fair, Re-Intro Fair, Housing Fair, Text messaging, E-mail).

There are however, some exceptions to these rules when advertising in 'Your Sheffield':

a) Nightclubs and bars

- Clubs, bars, pubs, cafes, fast food outlets and sandwich shops are all allowed to advertise promotional information in this one publication. This can include special offers, ticket offers or specialist themed nights.

- If a nightclub or bar wishes to advertise in Your Sheffield they must ensure that their adverts comply with the following guidelines:

- Promotional activity will not have the alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme.
- Promotional activity will not condone, encourage or glamorise excessive drinking/drunkenness or encourage anti-social behaviour. Effects of intoxication should not be referred to in any favourable manner.

- Promotional activity will not refer to consuming alcohol to recover from previous over-indulgence.
- Overtly sexual images will not be used.
- No ‘on premise consumption’ alcoholic drinks promotions will be advertised within the Your Sheffield where the price is below the following guidelines:
 - Bottled beers and spirit based premised drinks (“Alco pops”) £1.00
 - Pints of larger, bitter or cider £1.00
 - Spirits per single measure 75pence
 - Any other product based on a minimum of 50 pence per unit of alcohol.

- This will not include limited voucher offers

b) Landlords and Property Agents

If a landlord or property agent wishes to advertise in ‘Your Sheffield’ they must ensure that:

- They are members of an appropriate professional body (such as the Association of Residential Letting Agents or the National Federation of Residential Landlords) or
- Where a rental price is included within an advertisement, details of the specific type of room that price relates to must be included within the advertisement copy.
- Where a rental price is included within an advertisement, the basic contract structure relating to that price must also be referenced in the copy e.g. length of contract term and included items.
- Where any service (e.g. internet access, gym provision) is referred to within an advertisement and rental price is also included in the copy, this must be made clear whether these services are included in the price or at an additional cost.
- Where a rental price is included within the advert, a sample of the contract relating to rooms at that price must be supplied to The Student Union Advertising, Sales and Marketing Officer.
- Advertisements must contain no false or misleading offers.
- Advertisements must not actively encourage students into rushing to book their accommodation and must not refer to a desirable date to book by (no dates or ‘now booking’ information are to be included in any advertising).

- These points can be resolved via clearly visible footnotes

6. Clubs, Committees and Societies

The Advertising and Sponsorship Policy covers all student groups within the Students’ Union, including Clubs, Committees and Societies. The following rules apply to them:

- Clubs, Committees and Societies are allowed to obtain sponsorship independently and externally, however they are subject to the provisions within this policy. Details of the sponsorship must all go through the Advertising, Sales & Marketing Officer.
- Clubs, Committees and Societies may display the logos of their sponsors. Furthermore, they are permitted to advertise and promote events, socials and activities, even though they may take place in venues other than Sheffield Students' Union.
- Clubs, Committees and Societies may not however exclusively promote their sponsors' events, promotions, activities or special prices where there is no direct link, in that instance, to the Club, Committee or Society.
- Furthermore, they are not permitted to distribute sponsors printed fliers or distribute sponsors merchandise, if that sponsor is in direct competition to the Students' Union, its products or its services. This needs to be authorised by the Advertising, Sales & Marketing Officer.

Examples:

1. A Society may advertise for a society event to be held at an external venue, but a Society may not advertise any other event which is held at the external venue.
2. A committee may advertise a sponsor's logo on publicity material, but not give out sponsor branded merchandise, if that sponsor is in direct competition to the Students' Union, its products or its services.

Working Committees

All Working Committees are subject to the bounds of this policy. Where possible, all Working Committees should seek to process all sponsorship and revenue-raising advertisement through Advertising at Sheffield Students' Union.

Forge Media

Contracts between these Working Committees and advertising at Sheffield Students' Union are mandatory. The following clause will be included:

'Forge Media shall not write/record articles that reproduce advertising or promotions within the body of their text/programming. This undermines the advertising that they could receive as a Committee and undermine this policy'.

- For clarification or further guidance on how the Advertising Policy relates to Clubs, Committees or Societies, please get in touch directly with the Finance or Activities Officer at Sheffield Students' Union.

7. Contracts

All firms that conform to this policy will be permitted to enter into contractual agreement with the Students' Union and its outlets. However, all proposals that are concerned with tenancy and exclusivity are to be considered by the Finance Officer, in consultation with relevant Students' Union staff.

Appendix 1

The following appendix clarifies the terms and conditions of Sheffield Students' Union advertising policy in more detail.

1. Law

Tobacco Advertising and Promotion Act 2002 - Prohibits the promotion of any tobacco products, except at the point of sale.

2. Ethical and Equality Policies

Companies that are banned under the Ethical and Equality Policy are excluded from conducting any trading or advertising with Sheffield Students' Union or its subsidiaries; this includes all clubs, societies and committees and are as follows:

2.1 Nestle:

All dealings with Nestle are prohibited by referendum, as long as this referendum is held by Union Council. The Nestle policy is up for review in October 2012.

2.2 Landlords and Property Agents

a) Landlords advertising specific properties

If a landlord or property agent wishes to advertise a specific property as available to let, at least one of the following must apply:

- The property must be registered with Sheffield University -Registration status can be confirmed by contacting property with US on 222 6058.
- The property must be accredited by the City Council (Shared Student Housing Accreditation Scheme) - Accredited status can be confirmed by contacting the City Council on 0114 273 4680.
- The property must be certified as meeting the standards of the City Council Responsible Landlord Scheme (RLS). The landlord or property agent should have a certificate confirming that the property meets RLS standards. Alternatively, certification can be confirmed by contacting the City Council on 0114 273 4680.
- The property must be signed up to the National Code for non-Educational Establishments (the ANUK/Unipol code). This can be confirmed by contacting Sheffield Students' Union's Advice Centre.

b) Other advertising by landlords and property agents

A landlord or agent who wishes to advertise more generally will be asked to sign a declaration drafted by the Student Advice Centre (Appendix 2). This will confirm that they are members of an appropriate professional body (e.g. the Association of Residential Letting Agents or the National Federation of Residential Landlords), or that they have successfully completed Sheffield Hallam University's Landlords for Excellence course and that all their properties meet all appropriate legal minimum standards and agree to our advertising clauses.

c) The University of Sheffield Accommodation and Campus Services (ACS)

The above restrictions will not apply to properties owned or managed by ACS.

d) Students' Union members

There will be no change to the current policy. The above restrictions will not apply to Union members who wish to advertise.

e) Role of the Welfare Officer

Any enquiries or complaints about the policy will be referred to the Welfare Officer who will consult with the Student Advice Centre.

2.3 Lap Dancing Clubs

Lap Dancing Clubs and those institutions that exist for a similar purpose are currently banned. Firms wishing to sell lingerie, sex products or any related products may be allowed to advertise with the express permission of the Finance, Welfare and Women's Officers.

2.4 Gambling

Applications from gambling firms to advertise through Sheffield Students' Union will be considered by the Welfare and Finance Officers. No such firm may be allowed physical poster space in the Union buildings or outlets and any such advertisement must not include any reference to specific pricing.

2.5 Banks and Lenders

All such firms shall be allowed to advertise within Sheffield Students' Union's publications only.

2.6 Clinical Tests

Those firms or Government organisations that wish to advertise within Sheffield Students' Union or its publications must complete an evaluation form, detailing the exact aims, methods and perceived risks of the trial.

Permission is only to be granted with the authorisation of the Finance Officer after he has consulted with the General Manager, Welfare Officer and Student Services to ensure Student Officers are satisfied with the level of risk experienced by our members.

2.7 Greyhound Racing

The Students' Union Council has voted that promoting greyhound racing is banned within The Sheffield Students' Union building and all Students' Union publications. (27/11/08)

2.8 One Medicare Darzi Centre

One Medicare and other Darzi Centres are banned from advertising at Sheffield Students' Union and within all publications.

2.9 Grounds for disqualification:

Sheffield Students' Union can cease dealings with and the promotion of companies under the Ethical and Equality Policy as defined by Bye-Law 20 of Sheffield Students' Union's Constitution if a company is involved with any of the following:

- Involvement with the Arms trade
- Use of animals for cosmetic or non-medical experimentation

- Actions deliberately harmful to the environment
- Actions that violate human rights
- Unfair exploitation of developing countries
- Racist, homophobic or sexist policies.

This is the only method by which Sheffield Students' Union can impose a complete ban, and the only firms affected are those listed above. Clubs, Societies and Committees are free to decline any offers of sponsorship as they wish.

2.10 Process for banning a company

- Member would write to the Finance Officer requesting that Sheffield Students' Union 'should have no dealings' with an organisation, specifying one or more of the aforementioned grounds.
- The Finance Officer collates evidence from an independent source, the firm and Sheffield Students' Union.
- The evidence is submitted to meeting of Sheffield Students' Union Council for debate, who decide on the following:
 - No action to be taken
 - Take matter to referendum (in case of two thirds majority)
 - Request further information for consideration at a future meeting
 - Decision is published and takes effect as soon as contracts permit

3. Competitors

3.1 Nightclubs, Bars, Pubs, Sports and Fitness Centres

Such firms are not permitted to hire a stall or have any form of advertising space with Sheffield Students' Union or outlets. Advertising may be allowed within the publication 'Your Sheffield' only.

3.2 Cafés, Fast Food Outlets, Sandwich Shops

Advertising is permitted within the Students' Union publication, 'Your Sheffield', on the condition that no promotional information i.e. pricing, special offers, ticket offers or specialist/themed nights are included (i.e. nothing in direct competition to Sheffield Students' Union, its products or services).

Those firms located outside of the S1, S3, S6, S10 and S11 postal areas are entitled to unrestricted advertising rights. Unrestricted advertising is permitted in Your Sheffield.

3.3 Shops and Stationers

Advertising is allowed in any Students' Union publication for products that the Students' Union does not stock. However, it should be noted that every effort should be made to identify such areas and adjust our stock to match.

All advertisement with competitors is only to be agreed on the express wishes of the Finance Officer in consultation with the Commercial Services Director. Limited unrestricted advertising is permitted in the Your Sheffield publication.

3.4 Publications

Publications and companies in direct competition with The Student Directory can not advertise in the Union.

No external publications are allowed in the building. No unauthorised materials (flyers/leaflets) are allowed in the building without being agreed with advertising at Sheffield Students' Union.

4. Students' Union Buildings and Outlets

Advertisements are allowed in all allocated space, unless otherwise detailed in this policy.

If sales are to go ahead in the Students' Union buildings and outlets by an external company/advertiser, these must be directly authorised by the Advertising, Sales and Marketing Officer and the Finance Officer beforehand. If sales are permitted, receipts must be issued for every sale and the sellers must state that the Students' Union hold no responsibility for said sales (This does not apply to the shop space to rent).

4.1 Stalls

The Students' Union will charge for the use of stalls within the building to external advertisers/companies. Student groups are allowed to use stalls for free through Room Bookings (28554). Requests for free stalls from anyone else, even unrecognised student groups must be agreed by the Advertising, Sales and Marketing Officer and the Finance Officer.

Freebies and samples may be distributed, however all branded items must comply with this policy. Where the Students' Union Shop or other Students' Union outlet may see a loss in sales due to freebies/samples which are distributed, the advertiser must pay a compensation charge of at least £50 to cover the cost of loss of sales. Alcohol may not be distributed outside of the Students' Union bars.

Student Groups must brief the Finance Officer before any items (freebies) are handed out and ensure that they will not cause any Students' Union outlets loss of sales.

The Finance Officer must give permission for sales to go ahead. If sales are permitted, receipts must be issued for every sale and the sellers must state that the Students' Union hold no responsibility for said sales.

4.2 Concourse

Those firms that strictly follow this policy shall be allowed to advertise on the concourse.

Student-led business ventures shall be permitted to trade on the Concourse on the condition that the services/product supplied are distinct from the Students' Union's offerings and is subject to the approval of the Finance Officer and by simple majority of the Commercial Services Committee.

All advertisers must complete the Concourse regulations form, if said advertiser breaks the terms and conditions of this contract, Sheffield Students' Union reserves the right to ask them to leave or possibly ban them from the concourse.

5. Website

Limited advertising space shall be made for external advertisement on the new Students' Union website, with the exception of the home page, in line with the restrictions of this policy.

6. Contracts

All firms that conform to this policy will be permitted to enter into contractual agreement with the Students' Union and its outlets. However, all proposals that are concerned with tenancy and exclusivity are to be considered by the Finance Officer in consultation with the Finance Director.

7. Clubs, Committees and Societies

Clubs, Committees and Societies are allowed to obtain sponsorship externally; however they are subject to the provisions within this policy and must inform the Advertising, Sales & Marketing Officer.

- For clarification or further guidance on how the Advertising Policy relates to Clubs, Committees or Societies, please get in touch directly with the Finance Officer at Sheffield Students' Union.

Appendix 2

Landlord and Property Agent Declaration Policy May 2010

Membership of an appropriate professional body

I declare that I am or my company or organisation is a member of:

- Sheffield City Council's Responsible Landlord Scheme, or
- The Association of Residential Letting Agents, or
- The National Federation of Residential Landlords, or
- Another appropriate professional body (please specify).

Alternatively, I declare that I or another representative of my company or organisation has successfully completed Sheffield Hallam University's Landlords for Excellence course.

Legal responsibilities

I declare that all the properties I or my company or organisation owns or manages satisfy all appropriate current legal minimum standards. These include but are not restricted to:

- The Furniture & Furnishings (Fire Safety) Regulations 1988, 1989 and 1993
- The Gas Safety (Installation and Use) Regulations 1994
- The Electrical Equipment (Safety) Regulations 1994.

I also declare that any properties I, my company or my organisation own or manage which fall within the definition of House in Multiple Occupation (HMO) comply with all additional HMO requirements including, where appropriate, mandatory licensing.

I also declare that any deposits paid to me or my company or my organisation in connection with assured short hold tenancies will be protected in a Government authorised tenancy deposit protection scheme.

Equal opportunities

I declare that I, my company or organisation will ensure that in the provision and letting of housing or associated services no person or group of persons applying will be treated less favourably than any other person on the grounds of ethnic group, nationality, sex, marital status, family commitments, disability, age, political or religious beliefs, spent or irrelevant criminal convictions, trade union activity, HIV status or sexuality.

All advertising should also adhere to these clauses:

Advertisements do not actively encourage students into rushing to book their Accommodation and must not refer to a desirable date to booking (no dates or 'now booking' information to be included in any advertising). If an accommodation provider has physical presence in the building, they must stock and support Sheffield Students' Union's Smart Move campaign and material.

Signature:

Company or organisation:

Date:

Appendix 3

Your Sheffield Advertising and Sponsorship Policy May 2010

a) Landlords and Property Agents

If a landlord or property agent wishes to advertise in Your Sheffield they must ensure that:

- They are members of an appropriate professional body (such as the Association of Residential Letting Agents or the National Federation of Residential Landlords) or
- They have successfully completed Sheffield Hallam University's Landlords for Excellence course, and that all their properties meet all appropriate legal minimum standards.
- Where a rental price is included within an advertisement, details of the specific type of room that price relates to must be included within the advertisement copy.
- Where a rental price is included within an advertisement, the basic contract structure relating to that price must also be referenced in the copy e.g. length of contract term and included items.
- Where any service (e.g. internet access, gym provision) is referred to within an advertisement and rental price is also included in the copy, this must be made clear whether these services are included in the price or at an additional cost.
- Where a rental price is included within the advert, a sample of the contract relating to rooms at that price must be supplied to The Student Union Advertising, Sales and Marketing Officer.
- Advertisements must contain no false or misleading offers.
- Advertisements must not actively encourage students into rushing to book their accommodation and must not refer to a desirable date to book by (no dates or 'now booking' information are to be included in any advertising).

- These points can be resolved via clearly visible footnotes

b) Nightclubs and Bars

- If a nightclub or bar wishes to advertise in Your Sheffield they must ensure that their adverts comply with the following guidelines:

- Promotional activity will not have the alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme.
- Promotional activity will not condone, encourage or glamorise excessive drinking/drunkenness or encourage anti-social behaviour. Effects of intoxication should not be referred to in any favourable manner.

- Promotional activity will not refer to consuming alcohol to recover from previous over-indulgence.
- Overtly sexual images will not be used.
- No 'on premise consumption' alcoholic drinks promotions will be advertised within the directory where the price is below the following guidelines:
 - Bottled beers and spirit based premised drinks ('Alco pops') £1.00
 - Pints of larger, bitter or cider £1.00
 - Spirits per single measure £0.75 pence
 - Any other product based on a minimum of £0.50 pence per unit of alcohol.

- This will not include limited voucher offers

- Clubs, bars, pubs, sports, fitness centres, cafes, fast food outlets and sandwich shops are all allowed to advertise promotional information in this one publication. This can include drinks pricing, special offers, ticket offers or specialist themed nights.

- Note in addition to the above, Sheffield Students' Union and its agents reserve the right to refuse advertisements they deem at their sole discretion to be offensive, inappropriate, unsuitable or likely to bring the University or Students' Union into disrepute.