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Code of Ethical Fundraising & Donors' Charter for Bournemouth University – Policy and Procedures

1. SCOPE AND PURPOSE

1.1 These Policy and Procedures (also referred to as the Code) apply to all employees of BU, to all members of the Board (internal or external) and its Committees and to all other persons working in or for BU regardless of whether such persons have an employment contract with BU (such persons may include visiting faculty, volunteers, consultants, members of faculty or BU committees, PhD students and any person that BU has appointed as a director to the board of any company). They will also be available to donors/sponsors as an expression of our openness and integrity with regards to fundraising.

1.2 These Policy and Procedures must be followed when considering any aspect of fundraising, including the solicitation, acceptance / refusal of fundraising income and the stewardship of donors/sponsors.[1] Sponsorship is different from a donation or gift as the sponsor gets a benefit in return. Staff should refer to the Sponsorship Policy and Procedures when sponsorship is being considered. If there is any doubt about identifying the type of funding being offered to BU, then advice should be sought from the Fundraising Department and the Legal Services team.

1.3 Any reference in these Policy and Procedures to a member of staff includes any person within the scope of this policy.

1.4 These Policy and Procedures are necessary to ensure BU complies with its obligations, including charity law, in relation to fundraising and fundraising income and to ensure consistency of approach to donors/sponsors, particularly in any benefits offered.

1.5 These Policy and Procedures outline donors'/sponsors' rights; fundraising practices; financial accountability; acceptance and refusal of fundraising income; the repayment of fundraising income and acceptance of personal gifts. The appendices include information and guidance to help those involved in fundraising (whether paid or voluntary) to decide whether fundraising income can be accepted.

[1] Fundraising income includes philanthropic donations, gifts in kind and commercial sponsorship

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1.6 There are four guiding principles to the ethics of fundraising to which BU is committed:

1.6.1 BU will accept fundraising income on the clear understanding that the donor/sponsor will have no influence over the academic freedom and independence of BU.

1.6.2 BU's selection criteria for admissions are based exclusively on academic achievement and potential, and are fully independent of philanthropic or sponsorship support of BU.

1.6.3 Fundraising income received will have no bearing or influence on the academic record of any past, current or future student, member of staff, or commercial decision of BU at any level.

1.6.4 BU will only accept fundraising income if due diligence has been undertaken and does not show any conflict with BU's ethical policies or any significant risk of reputational damage. It should be noted that each donation or sponsorship agreement must be considered individually, and the reputational implications of income must be considered as much as the legal, moral and ethical implications, if fundraising is to succeed.

2. KEY RESPONSIBILITIES

2.1 Updating the Code and making it publically available once approved – the Director of Fundraising & Alumni Relations.

2.2 Reporting fundraising income receipted or reported to the Fundraising & Alumni Relations Department to the Board – The Director of Fundraising & Alumni Relations.

2.3 Financial accountability – the Finance Director.

2.4 Acceptance, refusal or repayment of fundraising income – the Board, with delegated authority as per section 5 of this Code and if sponsorship with reference to the Sponsorship Policy and Procedure.

2.5 Agreement of benefits not listed in this Code – as set out in Section 5.1.9 of this Code.

2.6 The BU Board is responsible for the stewardship of funds donated to or held by BU (including assets and liabilities transferred from BU Foundation) and has delegated the approval of any related policies and procedures to Audit, Risk and Governance Committee.

2.7 All staff members are responsible for complying with this Code and for ensuring that fundraising income is not accepted without the appropriate approvals.

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3. LINKS TO OTHER BU DOCUMENTS

3.1 These Policy and Procedures are intended to be read with the Sponsorship Policy and Procedure. Other BU policies that may also be applicable are:

1. Permitted use of BU logos and wordmarks – guidance for staff
2. Anti-Bribery Policy and Procedures
3. Cash Handling Guidelines
4. Conflicts of Interest Policy and Procedures
5. Fraud Policy and Procedures
6. Contract Signing Policy and Procedures
7. Privacy policy

Policy

4. Donors' Rights and Information to be Provided to Donors:

4.1.1 All fundraising solicitations by or on behalf of BU will disclose BU's name and the purpose for which funds are requested. Written solicitations will also include full contact details with the Inland Revenue's gift aid registration number. All verbal requests should be supported by a written statement incorporating such information, where possible.

4.1.2 Donors/sponsors and prospective donors/sponsors are entitled to the following upon request:

a. The most recent annual report and financial statements
b. Confirmation of the charitable status of BU
c. A copy of this Code

4.1.3 Donors/sponsors and prospective donors/sponsors are entitled to know, upon request, whether an individual soliciting funds on behalf of BU is a volunteer, employee or consultant.

4.1.4 Donors/sponsors will always be encouraged to seek independent advice if BU has any reason to believe that a proposed piece of fundraising income might significantly affect the donor's/sponsor's financial position or taxable income.

4.1.5 Donors/sponsors are normally entitled to confidentiality on the level of their support or anonymity that they have made a donation, if they request it. The exception to this condition will be if BU decides it is not in its best interest for details of a donation/sponsorship agreement to remain anonymous, or if it is legally required to disclose information relating to fundraising income.

4.1.6 The donor's/sponsor's rights to confidentiality during negotiations relating to fundraising income will be respected. Donors/sponsors should only be acknowledged publically (e.g. outside the BU personnel or volunteers involved as part of due process) once contracts or an exchange of letters have been signed and agreed. All publicity should be approved by the donor/sponsor.

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4.1.7 The privacy of donors/sponsors will be respected. BU will comply with the relevant data protection legislation when processing personal information relating to supporters. Any donor/sponsor records that are maintained by BU will be kept confidential to the greatest extent possible, and secure. Supporters have the right to see their own record and to challenge its accuracy. Where a donor/sponsor is represented by a third party, BU will need permission from the donor/sponsor to release their records to any such third party.

4.1.8 BU will not sell its donor/sponsor list. Data will only be passed to third parties when necessary for the purposes of administration or when required by law.

4.1.9 Donors/sponsors and prospective donors/sponsors will be treated with respect. Every effort will be made to honour their requests regarding the frequency and method of solicitations and reporting.

4.1.10 BU will respond within 3 working days to any enquiries directed to any member of the Fundraising Department or to fundraising@bournemouth.ac.uk by a donor/sponsor or prospective donor/sponsor about any matter addressed in this Code. Fundraising income received will be acknowledged within 3 working days.

4.1.11 Complaints directed to any member of the Fundraising Department or to fundraising@bournemouth.ac.uk will be acknowledged within 3 working days and recorded appropriately on the relevant record on the Fundraising Database. Where possible the Head of Fundraising will address the complaint. Where the complaint cannot be resolved to the complainant's satisfaction, it will be referred to the Director of Fundraising & Alumni Relations. If the complaint still cannot be resolved to the complainant's satisfaction, it will be referred to the Chief Operating Officer (COO). Complaints will also be reported to the Board on an annual basis.

4.2 Fundraising Practices and Standards:

4.2.1 Fundraising solicitations on behalf of BU will be truthful and accurately describe BU's activities and the intended use of the donated funds.

4.2.2 Volunteers, employees or consultants who solicit or receive fundraising income on behalf of BU shall:

a. Adhere to the provisions of these policy and procedures
b. Act with fairness, integrity, and in accordance with all applicable laws
c. Adhere to the provisions of applicable professional codes of ethics and standards of practice, including those published by the Institute of Fundraising and the Fundraising Regulator
d. Disclose immediately to BU any actual or apparent conflict of interest
e. Not accept fundraising income for projects which have not been approved by the University Executive Team

4.2.3 Fundraising employees will be remunerated by a salary; fundraising consultants (where deemed appropriate) will be compensated with a retainer or fee. They will not be paid finders' fees or commission.

4.2.4 All fundraising employees will be bound by the Code of Fundraising Practice and other regulations published by the Fundraising Regulator. All consultants will be bound by the codes of conduct of the Association of Fundraising Consultants in addition to the Code of Fundraising Practice and other regulations published by the Fundraising Regulator.

4.2.5 All fundraisers will be bound by relevant University policies, which include but are not limited to its Conflict of Interest Policy and Procedures and Anti-Bribery Policy and Procedures.

4.2.6 Volunteers may agree to support fundraising at BU by championing the organisation. "Champions" will usually work on behalf of BU under the guidance of the Director of Fundraising & Alumni Relations or another member of the Fundraising Department. "Champions" may agree to (this list is illustrative but not exhaustive):

a. Sign letters of support for applications to grant making trusts
b. Effect introductions to people of interest
c. Accompany fundraising staff to prospect or stewardship meetings
d. Provide locations for events

Champions will not be asked to accept fundraising income on behalf of BU. Champions will not be asked to solicit fundraising income on behalf of BU unless expressly authorised in writing by the Director of Fundraising and Alumni Relations, or in her/his absence the Head of Fundraising, setting out the basis on which that approach may be made.

4.3 Financial Accountability:

4.3.1 All fundraising income will be used to support the charitable objects of BU.

4.3.2 All restricted or designated fundraising income will be used for the purposes for which it is given. If necessary, due to project or organisational changes, alternative uses will be discussed where possible with the donor/sponsor or the donor's/sponsor's legal representative. If the donor is deceased or legally incompetent, and BU is unable to contact a legal representative, the donation will be used in a manner that is as consistent as possible with the donor's original intent.

4.3.3 Annual financial accounts will be factual and accurate in all material respects, and prepared in accordance with generally accepted accounting principles and standards. All financial affairs will be conducted in a responsible manner.

Procedures

5.1 Acceptance and Refusal of Fundraising Income:

5.1.1 Irrespective of any delegation the ultimate responsibility for ensuring fundraising income is accepted or declined in accordance with this Code of Ethical Fundraising and Donors' Charter resides with the Board as charity trustees.

5.1.2 All receipted fundraising income or pledges solicited, received or reported via the Fundraising & Alumni Relations Department will be reported annually to the Board. The Dean or Director of the relevant Faculty or Professional Service will ensure that fundraising income and potential fundraising income is reported to the Fundraising Department prior to acceptance.

5.1.3 When determining the appropriate level of delegated authority the relevant value will be the aggregate donations/sponsorship from that donor/sponsor over a rolling 12 month period. Delegated authority to accept donations is as set out below, in all cases approval of the respective Dean or Director/Head of Professional Service is required to ensure responsibility for expenditure of the funds is accepted and in addition to that approval the following delegations apply:

5.1.4 Donations of under £1,000 (unless from students, applicants or significant related parties where approval is required at the next level up as set out at 5.1.5 below) – the Director of Fundraising & Alumni Relations.

5.1.5 Donations of £1,000 to and including £50,000 the Chief Operating Officer or in his absence another member of UET.

5.1.6 Donations of over £50,000 up to and including £500,000 – two members of UET (who shall usually be the Vice-Chancellor and Chief Operating Officer).

5.1.7 Donations of over £500,000 up to and including £1million – two members of UET (who shall usually be the Vice-Chancellor and Chief Operating Officer) and two nominated independent Board Members from a pool of four.

5.1.8 Donations of over £1million require the approval of the Board either in a meeting or by written resolution as for all other Board approvals.

5.1.9 Escalation point for potentially higher risk donations

Where a donation is potentially higher risk because it falls within paragraphs 5.1.10, 5.1.11 or 5.1.12 below approval is required from two members of UET (normally the Vice-Chancellor and Chief Operating Officer) and two nominated independent Board Members from a pool of four in addition to the approval of the relevant Dean or Director/Head of Professional Service. In the event that consensus cannot be reached the matter shall be referred to the Board for a decision due to the reputational risk to the charity. This paragraph 5.1.9 applies in the following circumstances:

5.1.10 Donations of £1,000 or more from students, applicants or significant related parties (this will apply to single donations/sponsorship and aggregate donations/sponsorship over 12 months if the limit would be exceeded). In

addition, all fundraising income of over £1,000 from current students, applicants or significant related parties will be subject to the process set out in Appendix i, of this Code under the “Individuals” section;

5.1.11 Any donation where the benefits offered are outside of those specified in Appendix ii of this Code; or

5.1.12 Where the potential donor is in a category requiring extra due diligence as set out in Appendix ii of this Code.

5.1.13 BU will only decline fundraising income if it is felt by the Board or their delegated representatives that the fundraising income:

a. Would impair BU in fulfilling its responsibilities and objectives
b. Is at odds with the objectives of BU, its agreed policies or beneficiaries
c. Would lead to a demonstrable net decline in the assets of BU (potentially through reputational damage leading to a tangible loss through association with the fundraising income or the donor/sponsor)
d. Consists of goods, property or services which BU cannot lawfully use, convert, sell or exchange in direct support of its charitable aims
a. Is dependent on the fulfilment of unacceptable conditions applied by the donor/sponsor

5.1.14 Where these circumstances do not apply, and where no inappropriate benefit is given to a donor/sponsor in return for their donation/sponsorship, BU’s interests are best served by raising as much money as possible and it will accept fundraising income from a variety of sources subject to appropriate due diligence. To assist those involved in fundraising, an outline list of donor categories is set out in Appendix i.

5.1.15 BU will usually accept money from any charitable trust registered with the Charity Commission or its equivalent in other countries for the purposes of public benefit, irrespective of its origins. An exception to this condition would arise if unacceptable conditions (for instance, naming rights) were requested.

5.1.16 Commercial sponsorship, partnership or joint promotions will be subject to further conditions set out in the Sponsorship Policy and Procedure, the guidance on Permitted Use of BU Logos and Wordmarks and the Contract Signing Policy and Procedures.

5.2 Repayment of Fundraising Income:

5.2.1 Where a change in circumstances prompts a donor/sponsor to request the repayment of part or all of a donation/sponsorship amount, or the University considers that repayment might be appropriate, the final decision to repay the fundraising income shall rest with the Board, delegated as per the scheme of delegation in Section 5.1.

5.2.2 Once BU has accepted fundraising income it can only be returned if:

a. The terms and conditions of the fundraising income provided for it to be returned under particular circumstances
b. The law specifically provides for the fundraising income to be returned

c. It is otherwise in the best interests of the University as a charity to return the fundraising income

5.3 Accepting Personal Gifts:

5.3.1 There may be occasions where an individual from the Fundraising Department is offered a gift from a supporter, well-wisher or supplier. Gifts can only be accepted in accordance with BU's Anti-Bribery Policy and Procedures.

5.3.2 Gifts may only be accepted if they are free of obligation, otherwise they may fall into the category of sponsorship or bribery. Accepting a gift will not infer any privileges, preferential treatment or commercial advantage on behalf of the giver.

5.3.3 Subject to 5.3.1 and 5.3.2, gifts to individuals with a total aggregate value of less than £20 in a three month period may be kept by the individual.

5.3.4 All gifts which might reasonably exceed £20 in overall value over a three month period must be logged in the hospitality register of the Fundraising Department whether or not they are accepted.

5.3.5 Where the value of a gift might reasonably exceed £50 over any three month period, the individual should seek prior approval for the acceptance of the gift from the Director of Fundraising & Alumni Relations, or in the case of the Director, from the Chief Operating Officer. Where it is not possible to seek approval before the gift is received, such approval should be sought at the first available opportunity.

General

6 REFERENCES AND FURTHER INFORMATION

6.1 For more information on fundraising codes and legal obligations:
6.1.1 www.fundraisingregulator.org.uk
6.1.2 www.institute-of-fundraising.org.uk
6.1.3 www.charitycommission.gov.uk

7 APPENDICES

Appendix i Donor/sponsor due diligence and outline list of donor/sponsor categories

Appendix ii Benefits for supporters

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APPENDIX i: DONOR/SPONSOR DUE DILIGENCE AND OUTLINE LIST OF DONOR/SPONSOR CATEGORIES

1. DONOR/SPONSOR DUE DILIGENCE (individuals and companies)

1.1 BU recognises that it can be difficult to determine whether the activities of a donor/sponsor could conflict with the charitable objects of BU. In all cases, the decision whether or not to accept fundraising income by BU's Board or delegated staff will be made in good faith and on the basis of information obtained following reasonable enquiries made by or on behalf of BU's Board or delegated staff as appropriate.

1.2 Due Diligence must always be undertaken, but BU recognises that exhaustive research into potential donors/sponsors is not always feasible or possible. It also recognises that fundraising income from individuals or Grant-making Trusts may have originated from investments or proceeds from companies who do not share BU's ethical beliefs, but the immediate donor/sponsor may do so.

1.3 Factors to be taken into account when making decisions include:

- Whether or not the source of the fundraising income is sufficiently identified
- Whether or not the activities of the donor/sponsor are contrary to the charitable objectives / core purposes of BU or its agreed policies
- Whether or not the fundraising income would, or would be seen to create an unacceptable conflict of interest including a breach of BU's Conflicts of Interest Policy and Procedures
- Whether or not the fundraising income would be contrary to BU's Anti-Bribery Policy and Procedures
- Whether or not the fundraising income would, or would be seen to call into question the independence of BU
- Whether or not the fundraising income would, or would be seen to suppress or falsify academic research
- Whether the cost to BU in accepting fundraising income will be greater than the value of the fundraising income itself (through a demonstrable net decline in the asset base of BU)
- Whether or not the offered fundraising income is dependent upon BU first spending its own money or using its resources in order to facilitate the execution of the offered fundraising income
- Whether or not the fundraising income is dependent on the fulfilment of conditions applied by the donor/sponsor
- Whether or not the fundraising income is in contravention of BU's procurement policies

1.4 Due diligence must be undertaken on each individual, company or other entity before fundraising income is solicited or accepted. It is important to note that the aims of many donors/sponsors may not appear to be in conflict with those of BU, but the resulting PR may have an adverse effect on BU's reputation and its relationship with other supporters, donors, sponsors, prospective and

current students and alumni. All fundraising income that may have a high level of PR impact (such as corporate income) should therefore be considered on an individual basis. BU's reputation is paramount and must not be damaged by fundraising.

1.5 Deciding whether or not to accept fundraising income may not be a straightforward process, so the following outline list of categories is intended to assist fundraisers (whether voluntary or paid) when soliciting fundraising income.

2. DONOR/SPONSOR CATEGORIES

2.1 Donations from Trusts and the National Lottery

BU will normally accept money from Grant-making Trusts and National Lottery bodies as the purpose of such bodies is to benefit society. This will be regardless of the origin of the founders' wealth providing the fundraising income does not contradict any of the conditions in 5.1.15.

2.2 Fundraising Income from Individuals, Students, Applicants or Significant Related Parties

It is not always possible to verify the origin of fundraising income from an individual donor. Where the origin of the fundraising income cannot be verified, the possible reputational implications of such fundraising income will need to be considered very carefully. BU will accept money from individuals whenever appropriate.

In relation to fundraising income from current students or applicants and significant related parties including (but not limited to) parents, siblings, spouses and close friends, BU may accept fundraising income from students, applicants and any significant related parties, but acceptance of fundraising income of over £1,000 from the above individuals, or from companies, Trusts or other funders associated with these individuals, will need extra consideration and scrutiny including:

a) Consideration at a formal meeting of the panel in 5.1.9 and a decision as to whether the panel is confident that the integrity of BU, and specifically the academic integrity, and independence of BU would be maintained in the particular circumstances, with evidence for that.

Points to be considered by the panel include:

- Due diligence will need to be carried out to ascertain any relationship between the individual / organisation and a member of BU staff, Board or Fundraising Champion (volunteer) that could amount to a conflict of interest. If such a relationship is discovered, this must be highlighted and full consideration given as to possible ramifications.
- Fundraising income from students, applicants and related parties can only be accepted if it would not compromise a BU member of staff, student, Board Member or Fundraising Champion or call into question their role or reputation.
- Fundraising income will not be accepted from a current student or applicant or anyone on their behalf, should the offer of fundraising income be made with

any condition which would affect the student's relationship with BU or question the impartiality of BU or its staff.
- Fundraising income will not be accepted from students, applicants or significant related parties where there is an outstanding complaint, dispute, action or judgment in relation to BU.

2.3 Fundraising Income from other entities*

BU will seek financial support from other entities providing they meet the criteria in this code and that the relationship will be profitable. BU will consider the potential donor/sponsor as an individual entity, and will not consider subsidiaries or parent entities that may be involved in the relationship or any resulting contract unless any such associated entities have also provided fundraising income or are being approached in order to provide fundraising income. Sales promotions with companies will only be entered into under the strictest possible supervision, and promotions which encourage increased purchases of (potentially) harmful products should be avoided.

To assist prospective fundraising, entities have been split into two categories.

Category 1 entities: BU will **not** accept fundraising income from entities involved in any of the following:

- Illegal activity
- Slavery
- Child labour
- Pornography and the sex industry

In addition, BU will not accept fundraising income from companies, individuals, or other entities in positions of authority based in countries with poor human rights records where there are no acceptable policies in place for the improvement of human rights.

Category 2 entities: BU will consider every single piece of fundraising income and each relationship on its merits (excluding the list above). An illustrative list of business areas which may need ***extra*** due diligence is set out below, but the list is not exhaustive and University staff should always take ethical and reputational implications into account when approaching prospective donors/sponsors.

Extra consideration should be given to relationships with entities in any of the following areas:

- Tobacco and related products
- Alcohol
- Armaments – particularly exporting
- Banks owed significant sums by third world countries
- Companies which are in violation of international codes on the marketing of pharmaceutical or breast milk products
- Companies engaged in controversial environmental activities
- Gambling (whether international, national or local)

- Entities whose historical activities or values contravene BU’s current values; particularly those without documented plans to address any issues (this includes, but is not limited to, racism, sexism, disabilities or sexual orientation)
- Companies which are perceived to be engaged in any other controversial activities

*Entities refers to organisations (corporate, public or charitable), countries, associations (formal or informally constituted) and individuals in position of authority within them.

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APPENDIX ii: BENEFITS FOR SUPPORTERS

SCOPE AND PURPOSE

1. The use of the term “supporters” in this document includes donors, partners, suppliers (where a beneficial relationship exists), sponsors and any other external relationship where benefits may reasonably be applied.

2. It is vital to ensure that benefits offered to any supporter are appropriate, commensurate with the value of the gift and have parity between multiple gift contracts or sponsorship arrangements. Deviations from the list will only be enabled following formal approval by UET.

3. The benefits and any restrictions listed in this appendix will apply to any relationship between BU and an external party, whether an individual, organisation (including companies, charities, statutory parties, grant-making foundations or other form of group) or any other body or representative of a body.

4. It should be noted that any benefits BU decides to award an external party could affect the nature of the relationship legally, for instance by turning a “donation” into “sponsorship”. The nature of the relationship will determine the legal and financial treatment of the gift itself and the benefits (VAT is due on all sponsorship for instance). This paper does not seek to clarify the Charity Commission or HMRC’s treatment of different types of gifts.

5. This appendix will not detail the appropriate amounts of income expected per benefit as each package of benefits or stewardship measures will vary per project. As BU is a charity it is expected however that Deans / Directors of Professional service will ensure benefits do not cost very much money or put an undue strain on their own department or on other teams. The solicitation statement should be approved by the relevant Dean or Director of Professional Service who will ensure parity with other proposals within their area, and who will ensure that approvals have been sought from the Marketing & Communications Department under any branding guidelines, before proceeding to the Fundraising Team for formal approval. The subsequent Contract Authorisation Form (CAF) process will ensure that legal and VAT requirements are satisfied.

6. Please note that all sponsorship arrangements must comply with the Sponsorship Policy and Procedure.

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Benefits which CANNOT be offered in return for a gift (whether a philanthropic donation, a gift in kind or sponsorship)

There are certain benefits which BU will **never** offer to supporters, regardless of any gift or proposition. These include:

- Honorary Doctorates, Visiting Professorships or any other honorary title or academic qualification. Donors/sponsors to BU will not be excluded from receiving qualifications (whether honorary or otherwise) but the fundraising income received will have no bearing on the process the individual will have to undertake in order to receive a qualification or title.

- Preferential treatment for themselves or somebody they know with regards to future, current or past academic study at the University.

- Input into the content or delivery of existing courses at the University (this does not include research activity or appropriate professional courses that the supporter may be funding including CPD, NHS qualifications and others leading to an industry accepted qualification).

- Use of BU's intellectual property (including logos or trademarks) to promote their business or activities without express permission of BU and a legal agreement in place to reflect this.

- Access to the alumni or student databases.

Benefits which CAN be offered

- BU has approved the following benefits as suitable for supporters.

- It is intended that a package of benefits, drawn from this list and commensurate with the value of the gift and parity with other gifts, be developed for each project. It is not intended that the whole list is offered.

Project / Purpose	Benefits
Philanthropic donations to projects via the Fundraising Department	• Invitation to relevant events / meetings with project managers or senior staff • Reports / updates from the team, which could include verbal updates, written updates, photo albums, submission of project and BU accounts • Listing (no branding*) on the fundraising section of the BU website, in "Supporters' News" or other BU publication by negotiation • Naming rights for project / academic appointment in strict consultation with project academic, Dean / Director and UET • Inclusion on an agreed donor plaque * *use of branding would usually imply sponsorship not a philanthropic donation*

Student Prizes	• Attendance at Graduation / relevant ceremony • "Prize giving" lunch • Naming rights for prize • Branding including name on certificate / trophy or plate / name in event brochure • Corporate PR including on site (pop up stands etc), provision of quotes to be used by the company in their PR
Gifts in Kind	• Permission for the company to note they supply BU in their promotional literature • BU advertises the GiK / relationship in course literature / promotional literature / social media • BU markets an offer to staff and students • Free Sports Ball tickets
Event Sponsorship	• Sponsor branding on all identified marketing collateral (including but not limited to website, brochures, banners, postcards, invites, social media, welcome packs, trophies) • Advert in event brochure • Product placements and demonstration opportunities at events • Invitations to event / awards ceremony • Opportunity to present awards • BU room hire waived • BU catering fee waived • Use of BU branding in the sponsor's literature
PhDs (KTPs will follow similar benefits)	• Sponsor and BU to use respective branding in case studies • BU can advertise sponsor in list of companies being worked with in various course and promotional literature • Joint branding on recruitment advertising • Access to sponsor's materials, samples, staff etc for PhD project • Joint research / product development • Joint logos / branding on case studies NB: PhD sponsorship has an established review process including due diligence.
Corporate PR / organisation sponsorship	(This could include an informal relationship with a company resulting in guest lectures at BU, the promotion of BU courses, mutual benefit arrangements etc or a formal sponsorship of a whole section of BU such as SportBU) • Use of BU's branding in sponsor's literature • Use of sponsor's logo in BU promotional / course literature • Promotion at events including Freshers' Fair • Sponsor's branding on clothing, transport, advertising board, publications, press releases, event programmes, social media, lockers, TV screens in gym etc • Product sampling opportunities and trade stands • Discounted use of facilities • Free tickets to events

Sponsorship of capital elements / specified projects	• Use of BU's logo and name (size, position, distribution and wording to be agreed by Director of Marketing & Communications) • Logo / branding of capital element (to be agreed by UET) • Naming rights for element in strict consultation with project academic, Dean / Director and UET
Suppliers	(Benefits afforded to suppliers for paid services) • Company logos on building hoardings • Events and documents showcased are joint branded • Press releases re relationships • Use of BU logo / name on supplier's website to promote their supply to the university (only if approved by the Director of Marketing & Communications under the Permitted use of BU logos and wordmarks – guidance for staff).
Student Competitions	(Promotion of competitions to students) • Branding on various promotional literature • Recruitment advertising to BU students
Media Partners	(Discounted advertising in return for benefits) • Branding on event literature – usually specified location of branding – including but not limited to website, social media and programmes • Free tickets to event • Presence at event (i.e. live broadcasts) • Exclusive access to content, speakers and delegates

Benefits which need the express approval of UET before they can be offered:

- Endorsements of companies, products, or individuals (including sole traders), or PR benefits which could be construed by the public as endorsements