

Sponsoring policy

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Introduction

This document

This document specifies the policy for sponsorship of the Social Sciences Student Union at Lund University, hereinafter the student union or Social Sciences Student Union.

In the policy the student union's internal regulations regarding what can be sponsored, whom the sponsor can be and how one can be sponsored is specified. The policy also contains regulations on how agreements for sponsoring is made.

Social Sciences Student Union is a non-profit organization. The student union is also party politically and religiously unbound. Social Sciences Student Union's purpose is to develop and monitor the students' at the Faculty of Social Science at Lund University's educational and student welfare interests. All sponsoring of the student union shall promote this purpose.

The term sponsorship refers to the act of supporting an event, activity, person or organization. The support can be purely financial but may also consist of other products or the provision of other services.

Who can sponsor the student union?

The sponsor of Social Sciences Student Union is to be a religious and party politically unrelated organization/company. It is also important to consider that the student union and its brand will be associated and seen with the sponsor or sponsor.

If it can be considered problematic that a presumptive sponsor's brand is associated with the student union's trademark, a sponsorship agreement should not be concluded without the consent of the board. It is the ultimately the board that determines whether an organization / company is religiously and party politically unrelated or otherwise should be regarded as an unsuitable sponsor.

What can be sponsored?

Student union in its entirety

The student union as a whole can be sponsored. This "main sponsorship" means a long-term cooperation and a continuous exposure of the sponsor's brand. The student union and the sponsor constitute a natural cooperation in which the members of the student union have gains from the sponsorship agreement.

Since sponsoring of the whole student union is an extensive action it is important that the student unions political and student welfare interests and independency is defended. It is important that the profit and eventual damage that can occur from the brands association is thought through in a long term perspective.

Event or part of the operation

Sponsorship can be agreed on regarding specific events or parts of the student union's operation where an external part is only associated with a specific part of the student union. Normally this does not mean a long term relationship but is normally ad-hoc.

The student union as a sponsor

Social Sciences Student Union does not sponsor other organizations. However the student union can sponsor individual arrangements or events if it is deemed to be in line with the student union's and its members educational and student welfare interests. If the student unions sponsors an event it shall be clear that the student union is a sponsor through among other things the student union's logotype in the marketing of the event.

Who decides on sponsoring?

Sponsorship of the student union in its entirety

Sponsorship of the entire student union is a long term and extensive cooperation and is decided on by the board.

Sponsorship of event or part of the operation

Sponsorship of an event or part of the student union's operation is a operative decision. Any full-timer decides on sponsorships regarding an event or a branch of which is denominated to the full-timers responsibility.

Sponsorships that is extended to more than one of the full-timers responsibility shall be put forward to decision in the board who also decides if the sponsorship is to be considered as a sponsoring of a part or the entire student union.

The student union as a sponsor

The student union's sponsorship is not a part of the purpose but can be of advantage of the student union's members. The board is deciding if the student union shall sponsor anything.

In case of uncertainty about suitability

If uncertainty arises regarding the appropriateness of a presumptive sponsor, the matter shall be referred to the Board for discussion and, where appropriate, decision-making regarding the suitability.