

Policy Title:	Third Party Promotions Policy & Procedure
Policy Owner:	Marketing and Communications
Audience:	Advertising and Media Sales Staff
Policy Date:	January 2019
Policy Revision Date:	January 2022
Policy Location:	N Drive: HR/AllUsers/Policies and Procedures

1. Overview

- 1.1 This policy covers everything you need to know when working with third party clients to deliver advertising via the Students' Union. This extends to all partnerships, promotions and sponsorship of goods, services, ideas, causes, opportunities, prizes and gifts that are included within a formal sales order agreement between the Students' Union and a third party.
- 1.2 It applies to any staff member that has been delegated responsibility for advertising and media sales.
- 1.3 This policy has been designed to mitigate the risks associated with third party agreements and provide a clear framework for establishing positive relationships. Alongside this, the policy aims to help secure the best value for money from any partnership, maximising income through the development of best practice while also ensuring the Union complies with any relevant legislation.
- 1.4 This policy should be read in conjunction with the Student Group Sponsorship Process to ensure student groups are aware of any restrictions or exclusive agreements currently in place.

2. Classification of Advertising and Media Sales

- 2.1 The Marketing and Communications department are responsible for developing a range of advertising opportunities for third party clients in order to deliver additional revenue into the organisation.
- 2.2 These opportunities should be presented externally within a media pack with a supporting rate card available internally for pricing options.
- 2.3 The opportunities available extends to the full range of potential activity a client may wish to use in an advertising campaign including, digital, display, experiential and print. An agreement can form a mix of these elements, a singular element or a bespoke package.
- 2.4 Should a client wish to pursue an activity not listed within the media pack, you should clarify whether it is deliverable by discussing the client's request with the Head of Marketing and Communications.

3. Core Principles

- 3.1 When working with any third party a number of key principles need to be upheld:
 - Any agreement must work in harmony with the Union's strategy, constitution and policies.
 - The Union cannot enter an agreement with an organisation if there is ongoing/pending legal action or dispute through a relevant service such as the Advice Centre.
 - Due to the Charities Act 2011, the Students' Union must remain politically neutral and cannot enter an agreement which lends support to any political party.

- The Union cannot enter any agreement which represents a conflict of interest or is likely to cause serious or widespread offence.
- Advertising must adhere to the British Code of Advertising, Sales Promotion and Directing Marketing as set by the Advertising Standards Authority.
- The Students' Union has a duty to seek the maximum amount of income from any agreement it enters and should look to benchmark relevant opportunities at regular intervals to ensure it remains competitive.

4. Exclusions

4.1 The Students' Union's Management Committee are required to assess and approve the list of advertising and content that is excluded from any partnership, promotion or sponsorship on an annual basis.

4.2 The following content is not permitted to be advertised through any partnership, promotion or sponsorship agreement:

- Promotion of tobacco products, weapons, gambling or illegal drugs
- Promotion of external licenced venues*
- Promotion of financial organisations and payday loan companies with punitive interest rates
- Promotion of cosmetic surgery or organisations promoting an unhealthy body image
- Advertising that infringes on any trademark, copyright or patent rights of another company
- Advocacy of, or opposition to, any politically, religious, environmentally or socially controversial subjects or issues

*Student groups can enter into partnership, promotion or sponsorship agreements with an external licenced venue.

5. Exclusivity Agreements

5.1 In the negotiation of a high value contract, the Students' Union may enter into an exclusive agreement which limits any further partnership, promotion or sponsorship within the category of the client.

5.2 This list should be updated when any exclusive agreements are signed:

Organisation	Date Agreed	Date Ends	Terms
Domino's (Hala Group)	31/08/2015	31/08/2021	No other pizza brand or fast food takeaway/delivery service advertising a pizza-based product is permitted to promote through any of the Students' Union's channels or avenues.
Windsor Cars	31/08/2018	31/08/2019	The Students' Union will not promote or advertise any other taxi provider.
Endsleigh Insurance	01/08/2018	31/07/2019	The Students' Union shall not enter into any agreement with any organisation promoting, advertising or offering for

			sale, insurance products and services – motor, home, gadget and travel
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6. Sign Off Limitations

6.1 To ensure reputational risk to the organisation is managed without extensive bureaucracy, a series of controls will exist where staff can make decisions based on their relative authority.

Role	Value of Contract	Length of Contract	Type of Contract
Advertising and Media Sales Coordinator	Up to: £1000	One Term	Promotions and sponsorship of goods, services, ideas, causes, opportunities, prizes and gifts
Head of Marketing and Communications	Up to: £10,000	One Year	Exclusivity
Management Committee	£10,000+	Multi-Year	Co-branded partnership project

7. Bookings Procedure

7.1 When an enquiry is received it is the duty of the staff member with delegated authority to ensure that any promotional activity takes place within the framework of the Third Party Promotions Policy as agreed by Management Committee.

7.2 Using the workflow below, enquiries are funnelled through a three stage process of seniority in-line with the Sign Off Limitations. This ensures that any potentially contentious campaigns are signed off by senior staff before being accepted/rejected.

7.3 This procedure is to be used in conjunction with the standard booking process which includes the creation of sales order agreements, invoice requests and database updates.

7.4 Staff members should use the following workflow to aid their decision making:

