Charitable Donations and Sponsorship Policy

Charitable donations

The University of Bristol’s Charter states that the University’s purpose is “to cultivate and promote Arts Science and learning”. The University is an exempt charity and is accountable for the way in which its funds are used, and should only use its funds to further its purpose as laid down in the Charter.

The University of Bristol does not therefore normally make donations to charities, or to individuals or groups participating in fund raising activities.

Sponsorship

Sponsorship requests normally take the form of requests for payment in return for branding or advertising opportunities. Requests are received by individuals and offices across the University, and in particular by the Communications Division and Vice-Chancellor’s Office. This policy includes the principles by which requests will be assessed, and the process used.

Requests for sponsorship will be assessed against the criteria described below. Where a request meets one or more of the criteria and is approved by the relevant decision-maker(s) (see process over page), it is then up to the budget holder to decide in the light of other commitments whether the request can be met.

Occasionally, faculties and schools may wish to make their own decisions about sponsorship. The criteria below should still apply. The faculty/school should inform the Communications and Marketing Division of the decision, in order to maximise the value of the sponsorship and ensure a joined up approach, in the event that an organisation is approaching multiple different parts of the University with the same sponsorship opportunity.

This policy is held by the Vice-Chancellor’s Advisory Group and will be reviewed annually.

Criteria

Sponsorship requests must:

- Be in keeping with the University’s values
- Not contravene other policies, for example the ethical fundraising policy

Sponsorship requests will only be considered where one or more of the following criteria are met:

- Increases brand visibility
- Opens up opportunities for future collaboration
- Strengthens the brand
- Enables the University to try new ideas
- Is something University is unable to do itself
- Offers value for money

Process

1. Request forwarded to/received by Director of Communications and Marketing
2. Request meets sufficient criteria
   - No: Request refused
   - Yes: Request is less than £1000
     - Director Communications and Marketing decides whether to recommend approval of request to budget holder
   - Yes: Request is greater than £1000
     - Registrar and Director of Communications and Marketing decides whether to recommend approval of request to budget holder. Where request is greater than £5000, views of others will be sought. These could include views of relevant Pro VCs, the Engaged University Steering Group, Vice-Chancellor’s Advisory Group or, for sums over £30000, Council