BUCKS STUDENTS' UNION

Making life better for students at Bucks

ADVERTISING, MEDIA AND SPONSORSHIP POLICY

Updated:
January 2025

BUCKS STUDENTS' UNION

Review procedure

Executive summary:

This policy applies to all full-time, part-time, student staff, societies, sports teams, and any others representing Bucks Students' Union (BSU), who work with external companies or organisations – either in terms of advertising, media or sponsorship. This policy is in place to protect both our members and the reputation of BSU.

Policy:

We work with a number of companies and organisations in a range of different ways. We recognise that we have a duty of care to protect all members from both an ethical and welfare perspective. BSU also relies on commercial income through a number of different streams and therefore must protect these.

Guidelines for all external agreements:

The following activity is either managed directly by BSU, or indirectly through individual societies or sports teams, and is inclusive of:

- advertisers
- exhibitors
- sponsors (including societies and sports teams)
- advertising agencies
- sales promotions
- experiential marketing agencies
- associations, partners or charitable organisations
- campaigning partners.

In order to protect our members and reputation, we will not accept advertising bookings, or any level of sponsorship, from:

- pizza companies as BSU has a long-standing, and exclusive, agreement with Domino's
- nightclubs, pubs or daytime eateries who are in direct competition with the Students' Union catering outlets and The Venue
- commission-based companies
- lap dancing clubs
- tobacco companies
- gambling companies
- gyms or fitness clubs
- any form of loan companies, including payday loans
- credit card companies
- essay proofreading, checking and writing services
- companies with student employment practices deemed unacceptable by the University's Careers Service,
- Advice Centre or any BSU HR policies

- fascist or racist groups, including, but not limited to: British National Party, British People's Party, National Front,
- English, and Scottish and Welsh Defence Leagues.

Where any activity could impact upon the welfare or health of our members, but is not currently on the above list, our staff will apply their own discretion, with the final decision resting with the Head of Communications and Marketing of BSU.

Any requests to promote property will be referred to the University's Accommodation Service as letting agents and private landlords should be vetted through the University's procedures.

On-site activity will be conducted within standard good practice in relation to risk assessments and health and safety requirements. Individual method statements and risk assessments will be required, in advance.

All external companies and organisations should adhere to our Equality and Diversity Policy and cannot discriminate based on race, age, gender or gender reassignment, religion or belief, disability, sexual orientation, marriage and civil partnership or pregnancy and maternity. A copy of the full policy is available on our website: bucksstudentsunion.org/union/policiesandresources/.

Where an external company or organisation collects data from our members, it must be collected, processed and stored in full compliance of the Data Protection Act (2018), and the UK General Data Protection Regulation (GDPR), and must not be sold, or passed on, to any third-parties.

All advertising and media bookings, directly through BSU, will be arranged through the Head of Communications and Marketing and will only be accepted on return of a signed booking form. All bookings are subject to our advertising terms and conditions which are available on our website: bucksstudentsunion.org/advertisingtermsandconditions. Any sponsorship agreements for sports teams or societies will be arranged directly through them but the agreement will be countersigned by the Student Activities Manager and in consultation with the Head of Communications and Marketing.

Useful contacts

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For more information or details of other policies, please email union@bnu.ac.uk