



CHESTER  
STUDENTS'  
UNION

# Advertising Partners Policy & Procedure

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**OWNER:** Head of Business Support

## 1. Introduction and General Principles

- 1.1. Chester Students' Union (CSU) is committed, under its charitable objectives listed under our Articles of Association, to “advance the education of students at the University of Chester for the public benefit”. This includes by “promoting the interests and welfare of students” and “providing social, cultural, sporting and recreational activities...for the personal development of students”.
- 1.2. As part of this, CSU provides numerous opportunities for organisations and businesses to work with us in order to offer their products and services to students
- 1.3. Though we seek to maximise revenue through these advertising and sponsorship opportunities, it is important that any partnership aligns closely with our values of collaboration, inclusivity and proactiveness as well as our strong ethical foundations.
- 1.4. This policy has been created to help guide our partnerships and ensure we work only with companies that share our values and ethics.

## 2. Organisations, products and services

- 2.1. CSU is keen to work with a wide range of organisations and businesses however there are certain organisations that we actively choose not to work with as their products and/or practices directly contradict our organisational beliefs, policies and/or values.
- 2.2. This policy is reviewed annually, and this list may be updated at any time. Our Elected Officer team will be involved in revising this list.
- 2.3. CSU will have no dealings with, or facilitate the promotion/advertising of certain organisations and businesses on the grounds of;

- Policies and practices deemed as homophobic, transphobic, racist, sexist or in any other way contravenes the Equality Act 2010 or our own Equality, Diversity and Inclusion Policy.
- Involvement in the arms trade
- Actions that harm the environment or use animals for cosmetic or non-medical experimentation
- Actions which violate Human Rights including unfair exploitation and poor treatment and working conditions of staff

2.4. CSU will also not work with organisations that we have determined are unsuitable to promote to our diverse student body due to the nature of their business, this includes, but is not limited to;

- Lap dancing or Strip Clubs
- Gambling and Money Lending
- Tobacco or e-cigarettes
- Cosmetic Surgery
- Organisations with a 3-star food or lower hygiene rating
- Where there is a clear conflict of interest unless a declaration of interest has been completed and approved
- Organisations that have the potential to bring CSU's affiliation with them into disrepute e.g. due to negative press, recent controversy or student boycott

2.5. Before working with certain organisations, businesses and groups, the CSU will consult with, and require specific permissions from, certain members of senior CSU staff and/or University staff before accepting. These include.

- The University's Chaplaincy will be consulted if CSU wishes to work with any specific religious, fraternal, or spiritual groups
- The CEO and one other member of the Senior Leadership Team will need to approve any **businesses or organisations** that potentially constitute **direct competition** to CSU or the University of Chester.
- Approval by the Director of Estates and Commercial Operations or their designate will be required for any **housing agencies, Purpose Built Student Accommodations (PBSA) and landlords** unless

- it is to host a stall at Welcome Fair.
- The CEO and one other member of the Senior Leadership Team will need to approve any **other charities**. Approved charities will receive a discount off our standard rates.

### 3. Welcome Fair

3.1. The primary purpose of the Welcome Fair held in Induction week is to introduce students to, predominantly local, organisations and businesses that enhance their student experience.

3.2. Only a select few charities will be allocated space at the Welcome Fair. These Charities will be selected based on how well they align with our charitable objectives or how much they will benefit the student population e.g. public health promotion

3.3. We will not allocate space to any specific Religious or Spiritual Groups at Welcome Fair, the University of Chester's Chaplaincy team are open to students of all beliefs and none.

### 4. Partnership with the University

4.1. The following University of Chester services receive advertising through CSU free of charge

- ASK service
- Chaplaincy
- Careers and Employability
- Catering and Residential Services
- LIS
- MRA and International Centre
- Sport and Active Lifestyle (commercial and non-commercial)
- Student Services

4.2. In addition to this, Sport and Active Lifestyle and Catering and Residential Services will have a stall free of charge at Welcome Fair

## 5. Advertising requirements

5.1. The following lists the style and content requirements of any advertising through CSU

- Advertising that is overtly sexual, reinforces negative body image or condones, encourages or glamourises excessive drinking/drunkenness will not be allowed
- Adverts must not show alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme
- The main message for pubs and bars should be the food offering rather than drinks and drinking.
- Adverts must not glamourise gambling or be seen to encourage excessive financial risk taking.
- Advertisements must not contain false or misleading offers
- Adverts must not directly or indirectly cast the CSU, University of Chester or University Students in a negative light.

## 6. Sponsorship requirements

6.1. The following lists the considerations for CSU and, by extension, student groups (societies) in relation to potential sponsorships

- Any direct sponsorship opportunities for CSU e.g. during awards ceremonies should align with this policy.
- The CEO of CSU will work closely with the Director of Sport and Active Lifestyle to ensure there is not too much repetition or potential clashes of sponsors.
- Society Committees should work with CSU's Student Groups Coordinator to discuss any potential sponsorship opportunities to avoid clashes with current CSU partners, ensure relevancy and alignment with this policy and avoid repeat enquiries.
- Societies will provide details of sponsorship income to the Student Groups Coordinator, the Student Groups Coordinator will also review any sponsorship contracts prior to signing.
- Societies may display the logos of their sponsors, providing they adhere to this advertising policy

6.2. Societies should also follow the third party affiliation and sponsorship policy.