



Sponsorship Policy

Policy Owner: Treasurer
Date Approved: 16th October 2025
Review Date: Oct 2028

1. Purpose of This Policy

This Sponsorship Policy sets out the principles and procedures by which the UKPSA as a registered not-for-profit organisation in the United Kingdom, engages with sponsors. The policy ensures:

- Full compliance with Charity Commission regulations
- Fair and equitable access to sponsorship opportunities
- Transparency, integrity, and accountability in all sponsorship relationships

2. Definition of Sponsorship

Sponsorship is defined as a mutually agreed arrangement in which a sponsor provides funding, goods, or services to support the charity's mission, in exchange for agreed acknowledgment or visibility—not in return for sales, fundraising, or commercial promotion.

3. Compliance with Charity Law

- The charity will not engage in sales, fundraising, or trading activity for income generation via sponsorship.
- All sponsorship agreements must directly support the charitable objectives.
- Sponsorships will only be accepted where there is no undue influence over the charity's decisions, governance, or public messaging.



4. Core Principles

- Transparency: All sponsorship arrangements will be documented, disclosed upon request, and subject to trustee oversight.
- Equity & Fairness: Sponsors must be offered access to opportunities based on published criteria.
- Mission Alignment: Sponsors must not conflict with the charity's values or reputation.
- Non-Commercial Benefit: Sponsorship must not result in implied endorsement or commercial sales.

5. Eligibility of Sponsors

Sponsors will be assessed based on:

- Alignment with the charity's values
- No conflicts of interest or reputational risk
- No involvement in activities that contravene UK law or ethics

6. Sponsorship Process

Step 1: Application – Sponsors complete the Sponsorship Expression of Interest Form.

Step 2: Review – The Finance Committee assesses applications based on criteria.

Step 3: Approval – The Board of Trustees must approve sponsorships over £1,000.

Step 4: Agreement – Sponsors sign a Non-Commercial Sponsorship Agreement.

7. Acknowledgment of Sponsors

May include:

- Newsletter or website listing
- Social media thank-you posts

Must not include:

- Product endorsements
- Sales pitches
- Promotional content

8. Governance & Oversight

- Finance Committee: Includes (as a minimum) a trustee, advisor, and operational member.
- Conflict of Interest Register: Maintained by the Secretary.
- Review: Sponsorship policy will be reviewed on a 3 year basis. The register of sponsors will be reviewed annually.



9. Rejection and Termination

The charity may reject or end sponsorship if:

- Agreement terms are breached
- Public perception risks harm
- Sponsor conduct is incompatible with charity values

10. Contact

Email: Sponsorship@ukpsa.org

Address: Alpha House, 100 Borough High Street, London SE1 1LB



UKPSA Sponsorship Expression of Interest Form

1. Organisation Name: _____
 2. Contact Name and Role: _____
 3. Email Address: _____
 4. Telephone Number: _____
 5. Website or Social Media Links: _____
 6. Nature of Sponsorship (financial, goods, services): _____
 7. Proposed Sponsorship Value or Contribution: _____
 8. Intended Use or Beneficiary of Sponsorship: _____
 9. Requested Acknowledgment (e.g., logo placement, event thank-you):

 10. Please confirm that your organisation aligns with our mission and ethical standards:
Yes / No
 11. Are there any potential conflicts of interest? If yes, please explain:

 12. Additional Information (optional): _____
- Signature: _____ Date: _____

Please email this completed form to: sponsorship@ukpsa.org

