TUS

Ollscoil Teicneolaíochta na Sionainne:
Lár Tíre, An tIarthar Láir

Technological University of the Shannon:
Midlands Midwest

GOVERNANCE

Sponsorship Policy

Document Control Summary:

Version Number/ Revision Number	Revision Date	Summary of Changes	Changes marked
1.0	23.02.2026	New Policy	

Consultation History:

Version Number/ Revision Number	Consultation Date	Name of Committees in Consultation eg: PRC, GNC, GB	Summary of Changes
1.0	PRC: 26.01.2026 & 30.01.2026 GNC: 12.02.2026 GB: 23.02.2026	PRC; GNC; GB	PRC: V0.1, 0.2 & 0.3 GNC: V0.3 GB: V0.4

Development Log:

Responsible for:	Title
Policy Developer:	Project Accountant
Policy Owner:	VP Finance and Corporate Governance
Recommended by:	Governance and Nominations Committee
Approving Authority:	Governing Body
Reference Documents:	• Conflict of Interest Policy • Brand Guidelines • GB Regulations for Delegation & GB Reserved Functions

Approval Log:

Version	Approved By:	Approval Level
1.0	Governing Body	1

Date Approved:	Date Policy to take effect:
23.02.2026	23.02.2026

Review Timeframe:

Version	Next Review Date:
1	2029

Document Location:

Website – Policies and Procedures	**X**
Website – Staff Hub	
Website – Student Hub	
Other: - Internal Use Only	

CORPORATE POLICY DOCUMENT

Table of Contents

Section 1: Policy Overview 3
1. Policy Introduction 3
2. Purpose of Policy 3
3. Definitions 3
4. Scope 4
5. Roles and Responsibilities 5
Section 2: Policy Statement 6
6. Legal and Policy Basis 6
7. Sponsorship Types and Criteria 6
7.1. Inbound Sponsorship 6
7.2. Outbound Sponsorship 6
7.3 Criteria for the Consideration of Sponsorship Opportunities 6
8. Key Principles 7
8.1 Sponsorship Arrangements 7
8.2 Acceptable Sponsorships 8
8.3 Unacceptable Sponsorships 9
9. Approval Process 9
10. Policy Compliance / Monitoring and Review 11
10.1 Breaches of Policy 11
11. Termination of Sponsorships 11
12. Publication of Policy 11
13. Appendices 11
Appendix 1: Sponsorship Procedure 12
Appendix 2: Sponsorship Proposal Form 15
Appendix 3: Sponsorship Agreement 17

Section 1: Policy Overview

1. Policy Introduction

The Technological University of the Shannon (TUS) recognises the value of fostering mutually beneficial partnerships with external organisations through sponsorship opportunities that support and promote the University mission, ethical standards, strategic goals and core values. This policy provides direction for securing and managing inbound and outbound sponsorships on behalf of the University.

2. Purpose of Policy

The purpose of this Policy is to outline the decision-making principles for sponsorship undertaken on behalf of TUS. The policy aims to ensure that all sponsorship is in alignment with the University mission, ethical standards, strategic goals and core values.

The policy should also inform University employees on engagement with stakeholders regarding sponsorship. This Policy is informed by, and cognisant of, existing University Policies. University personnel should ensure that they are familiar with other relevant University policies, procedures and regulations.

3. Definitions

For the purpose of this Policy the following definitions apply:

3.1 Sponsorship

Sponsorship is defined as the payment of a fee or payment in kind by an organisation in return for rights to a public association with an activity, item, person, group, or property that is of mutual benefit.

Typically, the organisation commits to sponsor (or give an agreed-upon financial contribution to the sponsored organisation) an event in exchange for the rights to be associated with that event.

3.2 Sponsorship Agreement

A Sponsorship Agreement is a formal written agreement between parties which provides financial or in-kind support (like goods/services) in exchange for promotional benefits, such as brand visibility, advertising, and positive publicity, creating a marketing relationship for mutual benefit.

3.3 Educational Partnerships

An Educational Partnership is a formal, structured and semi structured collaboration between an education provider and external organisations—such as other universities, schools, industry, government bodies, NGOs, employer partners or community groups—designed to enhance learning, teaching, research, and societal impact for mutual benefit. Educational Partnerships do not constitute a sponsorship.

3.4 Donation
A donation is defined as a transfer of a financial or non-financial asset. Donations may qualify under the Charitable Donations Scheme and TUS will ensure that the provisions of the scheme are complied with. More information in relation to this scheme can be found here.

3.5 In Kind
An in-kind donation is a non-monetary, charitable contribution of goods, services, or assets given to an organisation. These donations, include tangible items like food, clothing, and equipment, or intangible services like legal, marketing, or Information Technology expertise.

3.6 Inbound Sponsorship
Inbound sponsorship refers to financial or in-kind support received by TUS. This may include, but is not limited to, financial donations, equipment donations, and in-kind support for collaborative projects provided to the University.

3.7 Outbound Sponsorship
Outbound sponsorship refers to financial or in-kind support involving engagements initiated by TUS, where the University serves as a sponsor for external organisations, events, or initiatives.

3.8 Finance and Physical Development Committee (FPDC)
The Finance and Physical Development Committee is a committee of the Governing Body of TUS responsible for reviewing and recommending financial, budgetary, and capital development matters.

3.9 Senior Leadership Team (SLT)
The Senior Leadership Team is the core executive group tasked with collective strategic and operational leadership within TUS.

3.10 Senior Management Team (SMT)
The TUS leadership team which comprises of the Vice Presidents and Deans guides the University's strategic direction.

4. Scope

This policy applies to all sponsorship arrangements throughout the University and the University subsidiaries regardless of the financial or other value of the Sponsorship.

Sponsorship for the purposes of this policy does not include gifts which are covered under the TUS Gifts and Hospitality policy. Scholarships and bursaries to the University are subject to distinct rules and regulations, as per the TU Act 2018 Revised and relevant University policy and therefore are out of scope for the purposes of this policy.

5. Roles and Responsibilities

5.1. Persons with responsibility for the policy.

Responsible Person/Group	Role
VP Finance and Corporate Governance & The Policy Unit	• Review, monitor and distribute this policy and to provide awareness as required. • To manage the repository for documentation relating to sponsorships. • To maintain a list of bodies/organisations in receipt of or providing sponsorship.
Governing Body (GB)	• To review and approve the Policy at least every three years through its Governance and Nominations Committee (GNC).
Governance and Nominations Committee (GNC)	The GNC is responsible for: • Reviewing this Policy and any updates to it as proposed by the Policy Owner. • Monitor matters arising under this policy and when appropriate and report to the Governing Body. • Recommend the policy for Governing Body Approval.
President	Ensure processes and procedures are in place within the University to facilitate adherence to the policy.
Communications Office	• Advise on legislative and regulatory requirements regarding relevant marketing and communication standards. • Develop and manage official communications as required • Ensure all sponsorship comply with Branding guidelines and communication standards. • Review and approve media announcements, where relevant. • Manage correct use of logos and naming rights. • Advise on potential value, brand fit, strategic rationale, operational implications, reputational risk, resourcing and other requirements to inform a decision on a sponsorship.
SMT's and Heads of Function in TUS	• Ensure all the staff in their department are aware of, and adhere to, University Policies. • Communicate and maintain documented processes in compliance with this Policy.
All Staff **External Members of TUS Committees**	• Responsibility of all employees and relevant parties to familiarise themselves with the contents of this policy and to adhere to the statements contained within. • Proactively engage with the requirements of this policy. • Report suspected breaches of policy to their Head of Department and/or Vice President of Finance and Corporate Governance.

Subsidiary Companies	• Subsidiary companies of the University are required to communicate and maintain documented processes in compliance with this Policy.

Section 2: Policy Statement

6. Legal and Policy Basis

All sponsorship activities carried out on behalf of TUS must adhere to relevant legislation, including the Technological Universities Act 2018 Revised, Official Languages Act 2003 (as amended). Consideration should be given to relevant University policies and government legislation currently in place including but not limited to: TUS Code of Governance, the Advertising Standards Authority of Ireland Code; General Commercial Communications Code; Consumer Protection Acts 2007 and 2014; Public Procurement Directive 2014, and EU State Aid Rules.

Further information regarding the university policies is available at the following link.

7. Sponsorship Types and Criteria

7.1. Inbound Sponsorship

Inbound sponsorship must align with the University mission, ethical standards, strategic goals and core values. Sponsorship of research must also adhere to relevant University research policies.

7.2. Outbound Sponsorship

Outbound sponsorship must align with the University mission, ethical standards, strategic goals and core values.

7.3 Criteria for the Consideration of Sponsorship Opportunities

Potential sponsorship opportunities will be assessed against the criteria listed below. Meeting all criteria listed is not mandatory, and some may have a greater weighting depending on the nature of the sponsorship.

7.3.1 Align with the University's mission and strategic priorities.
7.3.2 Legal and/or regulatory restrictions and/or considerations
7.3.3 Avoidance of conflicts of interest or potential ethical concerns.
7.3.4 Support for community engagement, outreach, social impact initiatives and/or other activities.
7.3.5 Create opportunities to advance educational excellence, innovation and values.
7.3.6 Support for academic programmes, student activities, or research initiatives.
7.3.7 Enhancement of the student experience.
7.3.8 Create opportunity to extend the reach of the University's brand and to enhance the university’s reputation.

7.3.9 Authenticity of the sponsor's commitment.
7.3.10 Balance between the value provided by the sponsor and the resources obtained/committed.
7.3.11 Financial/Cost benefit analysis.
7.3.12 Clearly defined communication channels.

8. Key Principles

8.1 Sponsorship Arrangements

Sponsorship arrangements and recurring sponsorship agreements on behalf of TUS must adhere to the following key principles:

8.1.1 Sponsorships must not conflict with the University mission, ethical standards, strategic goals and core values, legal obligations, and/or business objectives.
8.1.2 TUS will not engage in sponsorship arrangements that place the University under any obligations to the sponsor that extend beyond the specific terms of the agreement related to the sponsored activity or event.
8.1.3 Sponsorship agreements must not grant sponsors the opportunity to influence or have input into the University's policies, activities, or communications in a manner that promotes or endorses a sponsor’s specific interests.
8.1.4 Sponsorship agreements should include appropriate recognition and visibility for the involved parties. Recognition must be proportionate with the level of support and may include acknowledgement in publications, websites, event promotional materials, social media and other relevant channels.
8.1.5 All sponsorship agreements must adhere to University mission, ethical standards, strategic goals and core values. TUS will not engage in sponsorships that compromise academic integrity, intellectual property rights, research ethics, Equality, Diversity and Inclusion (EDI) and Health and Safety policies, or the reputation of the University.
8.1.6 Sponsorship agreements must comply with Data Protection Laws.
8.1.7 Sponsorship must never be solicited by TUS employees for their own personal benefit from TUS suppliers.
8.1.8 Sponsorship proposals must be evaluated, by all relevant responsible persons/groups, fairly and equally and include an assessment of all potential risks to the university.
8.1.9 All sponsorships must be transparent and appropriately approved.
8.1.10 The University must maximise the full potential benefit from any sponsorship agreements and achieve value for money.
8.1.11 Use of the TUS brand must be in accordance with the University Brand guidelines.

8.2 Acceptable Sponsorships

TUS welcomes sponsorship arrangements which contribute to academic excellence, innovation, and effective regional, national and international engagement in alignment with the University's strategic goals.

8.2.1 Academic Programmes and Student Experience

Sponsorships that support the development and improvement of academic programmes, and student support services & sports clubs in alignment with the University's educational strategies.

8.2.2 Entrepreneurship, Innovation and Technological Advancement

Sponsorships that foster entrepreneurship, innovation and technological advancement among the TUS community and provide a network of industry support for TUS staff, students and graduates.

8.2.3 Community Engagement

Sponsorships that support community programmes, sport facilities and events, and initiatives in alignment with the university's ongoing commitment to social responsibility and meaningful engagement with the wider community.

8.2.4 EDI

Sponsorships that support the university's holistic approach to EDI, including specific supports for inclusive access to education.

8.2.5 Capital Projects Sponsorship

Sponsorships that support the upgrade of the University's existing buildings and the development of new state of the art facilities for teaching and learning, research and innovation, industry and community engagement, and sport, including naming rights for sports facilities, individual buildings, lecture theatres, laboratories, studios, and workshops.

8.2.6 Sustainability and Climate Action

Sponsorships that support sustainability and climate change initiatives in alignment with the university's strategic goals and the climate action plan.

8.2.7 RDI (Research Development and Innovation) Collaborations

Sponsorships involving organisations engaged in cutting-edge research and development activities, including funding for research projects, supporting the acquisition of specialised equipment, and providing opportunities for researchers and students to collaborate with industry experts. All TUS research sponsorships must adhere to the University's RDI Policies.

8.2.8 Alumni Events

The university may seek and accept sponsorship from external organisations or individuals to support alumni events, provided such sponsorship aligns with the university's values and objectives.

8.3 Unacceptable Sponsorships

Sponsorship arrangements with entities engaged in activities contrary to the values and strategic objectives of TUS are unacceptable. TUS will not initiate or agree to sponsorship that compromises, or has the potential to compromise, the University's academic integrity, intellectual property rights, research ethics and values, EDI and health and safety policies, or the reputation of the University.

In particular, TUS will not engage in the following sponsorship arrangements:

8.3.1 Sponsorship involving any type of illegal activity, or which would render TUS in breach of the law or any regulatory rule.

8.3.2 Sponsorship involving entities having unethical practices, discrimination, or human rights violations.

8.3.3 Sponsorship that promotes tobacco, alcohol, gaming, lotteries or gambling other than via the National Lottery or similar public funding schemes as approved via the TUS Executive pursuant to section Appendix 1 below.

8.3.4 Sponsorship associated with the university's tourism and hospitality, or related programmes may involve organisations which participate in the alcohol industry, as approved pursuant to Appendix 1 below.

8.3.5 Sponsorship that promotes the arms industry, or adult entertainment products and services.

8.3.6 Sponsorship from or associated with political parties.

8.3.7 Sponsorships which, after risk assessment and mitigation, still present an unacceptable level of risk.

9. Approval Process

The Policy will operate in accordance with the principles above and the procedures in Appendix 1 to ensure the following:

9.1 A sponsorship agreement is not required for inbound sponsorships up to and including €2,000. The relevant areas are responsible for managing their budgets in relation to outbound sponsorships. Refer to table 1 and 2 below and Appendix 1 of this document. All documents required to support the inbound sponsorship must be maintained within the relevant area. Records need to be available on request for audit purposes.

9.2 Inbound sponsorship in excess of €2,000, and outbound in excess of €1,000 must have a Sponsorship Agreement in place. The Sponsorship agreement template is available here. All documentation relating to the Sponsorship must be provided to the office of the Vice President for Finance and Corporate Governance.

9.3 Table 1, and Table 2, below outlines the approval thresholds and approval bodies. These approvals are required where the values are individual or cumulative over a period of one calendar year.

Min Value	Max value	Approved by	Notified to
€50,001	n/a	Governing Body	-
€5,001	€50,000	Senior Leadership Team (SLT)	FPDC and Governing Body (GB) *
€2,001	€5,000	Relevant SMT	SLT via Sponsorship register*
€0	€2,000	Relevant SMT	Internal Record available on request – see section 9.1.

Table 1: Approval thresholds for inbound sponsorship

Min Value	Max value	Approved by	Notified to
€50,001	n/a	Governing Body	-
€1,001	€50,000	Senior Leadership Team (SLT)	FPDC and Governing Body (GB) *
€0	€1,000	Relevant Budget Holder	SLT via Sponsorship register *

Table 2: Approval thresholds for outbound sponsorship

** notification will be provided on a periodic basis through the sponsorship register.*

9.4 The value of sponsorship "In-Kind" or any support given should be determined in consultation with the Finance Department and is subject to the same policy and procedure as outlined in this document.

9.5 Any actual, perceived or potential conflict of interest must be declared in accordance with the Conflict of Interest Policy and acknowledged on the sponsorship proposal form.

9.6 Any in-kind, e.g. tickets or merchandise, received by the University arising from a sponsorship agreement will be distributed by the President's office in an appropriate and transparent manner and will adhere to the principles outlined above.

9.7 There should be a documented benefit to the University for each agreed sponsorship in line with the strategic objectives of the University. A list of

bodies/organisations in receipt of or providing sponsorship will be maintained by the office of the VP Finance and Corporate Governance.

10. Policy Compliance / Monitoring and Review

Ongoing monitoring is conducted by the VP Finance and Corporate Governance to assess the compliance with and adherence to the sponsorship policy.

As part of the reserved functions of TUS, the GB (through the FPDC) must approve any commercial sponsorship arrangement with a third-party involving the payment by the University of a sum of money exceeding €50,000. A report of all sponsorship arrangements will be submitted to the SLT, FPDC and GB on a periodic basis by the VP Finance and Corporate Governance.

10.1 Breaches of Policy

TUS may conduct appropriate enquiries where a potential breach of this policy is reported.

11. Termination of Sponsorships

TUS reserves its right to terminate a sponsorship arrangement where this policy has been breached or if required as a consequence of changes in the universities priorities or circumstances.

12. Publication of Policy

The Sponsorship Policy will be published on the TUS website for public access.

13. Appendices

Appendix 1 Sponsorship Procedure
Appendix 2 Sponsorship Proposal Form
Appendix 3 Sample Sponsorship Agreement

Appendix 1: Sponsorship Procedure

TUS considers sponsorship contributions (inbound and outbound) as investments that reflect its commitments to the community and/or its partners, and only proposals that are consistent with the University's current strategy and values will be considered for sponsorship.

Prior to entering into a sponsorship agreement, a designated representative(s) from the TUS department or unit involved will complete the Sponsorship Proposal Form (see Appendix 2 below).

Note: TUS employees must identify and disclose any actual, potential, or perceived conflict of interest that may affect, or may be seen to affect, their impartiality when entering any sponsorship arrangements as required by the University Policy on Conflict of Interest or Commitment and on External Work.

The TUS department or unit involved must have approved agreement terms in place for all sponsorship arrangements with the sponsor/sponsee in advance of their implementation. Terms should include a regular review process for the sponsorship activities. In the negotiation of any sponsorship arrangement, the commercial value of any in-kind support must be clearly identified and acknowledged by the agreeing parties.

Procedure for Sponsorship Activities (Inbound and Outbound) requiring Sponsorship Agreement

The sponsorship process involves the following steps:

1. **Identification of Opportunities**
   Potential sponsorship opportunities (inbound and outbound) are identified by SMT members (proposer) across the university.

2. **Branding Assessment**
   The Communications Office of TUS must be notified about all sponsorships involving the use of the TUS name, branding, or products, to ensure consistency with the university brand guidelines.

3. **Sponsorship Proposal Submission**
   The sponsorship application form will be submitted to the office of the Vice President for Finance and Corporate Governance for review, and submission for approval as per Section 8 of this Policy.

3.1 Approval Thresholds

Table 1, and Table 2, below outlines the approval thresholds and approval bodies. These approvals are required where the values are individual or cumulative over a period of one calendar year.

Min Value	Max value	Approved by	Notified to
€50,001	n/a	Governing Body	-
€5,001	€50,000	Senior Leadership Team (SLT)	FPDC and Governing Body (GB)
€2,001	€5,000	Relevant SMT	SLT via Sponsorship register*
€0	€2,000	Relevant SMT	Internal Record available on request – see section 9.1.

Table 1: Approval thresholds for inbound sponsorship

Min Value	Max value	Approved by	Notified to
€50,001	n/a	Governing Body	-
€1,001	€50,000	Senior Leadership Team (SLT)	FPDC and Governing Body (GB)
€0	€1,000	Relevant Budget Holder	SLT via Sponsorship register*

Table 2: Approval thresholds for outbound sponsorship

** notification will be provided on a periodic basis through the sponsorship register.*

4. Risk Assessment

The proposer carries out a risk assessment in accordance with the principles and criteria outlined in this policy and presents the findings as part of the submission for approval.

5. Negotiation and Agreement

If the proposal is approved, TUS enters discussion with the sponsor or sponsored party to finalise the terms of the agreement, including clearly specifying the scope of the sponsorship, the responsibilities of both parties, the timeline and the expected impact.

6. Management of Sponsorship Agreements

Once the agreement is signed, as per approval threshold table, the designated TUS staff member(s) from the relevant department or unit implements the sponsorship programme, ensuring that the agreed-upon deliverables are met, and that branding and messaging are appropriately incorporated.

7. Monitoring

All activities and obligations should be monitored throughout the sponsorship cycle to ensure agreed outcomes are achieved.

8. Termination of Sponsorships

Decisions around the termination of a sponsorship should be clearly outlined in the sponsorship agreement.

All documentation relating to the notification of termination of sponsorship should be submitted to the VP Finance and Corporate Governance.

Appendix 2: Sponsorship Proposal Form

PLEASE TICK RELEVANT SPONSORSHIP TYPE

Inbound Sponsorship	☐
Outbound Sponsorship	☐

Sponsorship Agreement Required	☐ YES ☐ NO *(refer to section 9 of the sponsorship policy)*

SPONSOR DETAILS	
Name of Sponsor Organisation/Entity:	
Address:	
Name of Contact Person:	
Phone Number:	
Email:	
Website Address:	

SPONSORSHIP DETAILS	
Please provide a brief description of the proposed Sponsorship?	
What is the purpose of the Sponsorship?	
What are the activities for which the sponsorship will be utilised?	
What is the expected benefit/outcome for TUS?	
Has the Sponsor previously engaged in Sponsorship with TUS? If so, please provide details.	
Have you liaised with the Marketing Communications office in relation to Branding Guidelines? Please provide details.	

SPONSORSHIP CONTRIBUTION	
Item	**Amount (€)**
Financial Sponsorship Contribution	
In-Kind Sponsorship Contribution	
Total Sponsorship Value	

IN-KIND SPONSORSHIP CONTRIBUTION DETAILS (IF APPLICABLE)	
Description	**Estimated (€)**
Financial Sponsorship Contribution	
In-Kind Sponsorship Contribution	
Total Sponsorship Value	

INTELLECTUAL PROPERTY & BRANDING	
Details of use of name, logo, trademarks, service marks or branding to be provided.	

SPONSORSHIP DURATION	
Is the event a one-time event, annual, or multi-year? Please provide details.	

BENEFITS FOR SPONSORS	
What are the benefits for the Sponsor?	

RISK ASSESSMENT	
Associated risks of sponsorship (if any) *(provide completed risk assessment with this form).*	

SUPPORTING DOCUMENTS	Please attach any additional supporting documentation (PDF, Word, etc.)
Any other relevant information:	

Office use only

Approved by:	☐ SMT ☐ SLT ☐ Governing Body
Not Approved: Reason:	☐
Signature:	**Date:**

Please refer to the approval threshold tables in the TUS Sponsorship Policy to identify the applicable approval level for this sponsorship proposal.

Note: Members must identify and disclose any actual, potential, or perceived conflict of interest that may affect, or may be seen to affect, their impartiality when entering any sponsorship arrangements as required by the *University Policy on Conflict of Interest and on External Work Procedures.*

Appendix 3: Sponsorship Agreement

TUS Sponsorship Agreement

This Sponsorship Agreement (“Agreement”) is made on (“Effective Date”)
Between
Technological University of the Shannon ("TUS"), whose principal place of business is at University Road, Athlone, Co Westmeath.
and
[Organisation Name], whose principal place of business is at [Sponsorship Partner’s registered/principal address] (“Sponsorship Partner”)
(each a "Party" and together the "Parties")

Purpose
TUS may enter into sponsorship agreements that support its University mission, ethical standards, strategic goals and core values.
The purpose of this Agreement is to establish the sponsorship agreement between Technological University of the Shannon ("TUS") and the Sponsorship Partner and to record the sponsorship contribution, sponsorship benefits and respective obligations of the Parties.
This Agreement applies to both inbound sponsorships, where TUS receives sponsorship, and outbound sponsorships, where TUS provides sponsorship.
The Parties enter into this Agreement in accordance with the TUS Sponsorship Policy, which sets out the University's governance, approval and oversight requirements relating to sponsorships.

1.Sponsorship
The Parties agree to enter into the sponsorship described in the Schedule attached to this Agreement.
The Schedule forms part of this Agreement and sets out the sponsorship contribution, sponsorship benefits, duration of the sponsorship and any responsibilities assigned to the Parties.
Nothing in this Agreement shall constitute an endorsement by either Party of the other Party's products, services, activities or opinions.
The Parties shall comply with the TUS Sponsorship Policy in relation to the sponsorship.

2. Obligations of the Parties
2.1
Each Party shall:
(a) comply with all applicable laws, regulations and policies relevant to the sponsorship;
(b) act in good faith and co-operate with the other Party in delivering the sponsorship;
(c) provide accurate and complete information in connection with the sponsorship;
(d) promptly notify the other Party of any matter that may materially affect the sponsorship;
(e) avoid any conduct that a reasonable person would consider likely to cause material damage to the reputation of the other Party;
(f) declare any actual, perceived or potential conflict of interest relating to the sponsorship as soon as reasonably practicable; and
(g) deliver the contributions, benefits, commitments and other responsibilities assigned to that Party in the Schedule attached to this Agreement.

2.2
TUS shall manage the sponsorship in accordance with the TUS Sponsorship Policy.

2.3
For the purposes of this Agreement:
(a) a "conflict of interest" means any situation in which a Party's role, relationship or interest could reasonably be expected to compromise, or appear to compromise, that Party's objectivity, integrity, or ability to perform its obligations under this Agreement; and
(b) a "reputational concern" means conduct, an association, or a matter connected with a Party (including its officers, employees, or other sponsors or partners) that a reasonable person would consider capable of damaging the good name, standing or public perception of the other Party.

3. Data Protection
Each Party shall comply with applicable Data Protection legislation in connection with this Agreement.
Any personal data shared between the Parties shall be used only for purposes directly related to the sponsorship and shall be processed in accordance with applicable Data Protection legislation.
For the purposes of applicable Data Protection legislation, each Party acts as an independent data controller in respect of any personal data it processes in connection with this Agreement, unless the Parties agree otherwise in writing for specific processing activities, in which case a separate data processing agreement shall be put in place before that processing begins.
Each Party shall notify the other Party without undue delay if it becomes aware of a personal data breach affecting, or reasonably likely to affect, personal data shared under this Agreement.
Each Party shall delete or return personal data received from the other Party on request or on termination or expiry of this Agreement, except to the extent that Party is required by law to retain it.

4. Intellectual Property and Branding
Neither Party may use the name, logo, trademarks, service marks or branding of the other Party without prior approval.
All use of the TUS name, logo and branding shall comply with the TUS Brand Guidelines.
Ownership of all intellectual property shall remain with the Party owning or creating that intellectual property unless otherwise agreed in writing.
Nothing in this Agreement shall transfer, assign or licence any intellectual property rights between the Parties except as expressly provided for in this Agreement.
Any intellectual property created jointly by the Parties in delivering the sponsorship (for example, co-branded materials or content produced for a sponsored event) shall be owned jointly by the Parties, or as otherwise agreed in writing before it is created. Each Party grants the other a non-exclusive, royalty-free licence to use that jointly created intellectual property for purposes connected with the sponsorship, including after termination or expiry of this Agreement for reporting, archival or promotional purposes, unless otherwise agreed.
Where naming rights form part of the sponsorship, they shall take effect only once approved in writing by TUS in accordance with the approval thresholds set out in the TUS Sponsorship Policy and any TUS naming policy or procedure in force from time to time and shall be recorded in the Schedule.

5. Confidentiality

Each Party shall treat as confidential any information received from the other Party in connection with this Agreement that is not publicly available.
Neither Party shall disclose such information to a third party without the prior written consent of the other Party, except where disclosure is required by law or regulatory obligation.
The obligations contained in this clause shall survive the termination or expiry of this Agreement.

6. Disputes

Each Party shall use reasonable endeavours to resolve amicably and in good faith any dispute, disagreement or claim arising out of or in connection with this Sponsorship Agreement through discussion and negotiation. Where the Parties are unable to resolve the matter through such discussions, they shall seek to resolve the dispute through independent mediation, conducted by a mutually agreed mediator.

7. Term and Termination

This Agreement shall commence on the Effective Date and continue until the End Date specified in the Schedule unless terminated earlier in accordance with this Agreement.
Either Party may terminate this Agreement by providing thirty (30) days' written notice to the other Party.
Without prejudice to the right to terminate on notice above, either Party may terminate this Agreement with immediate effect by written notice if the other Party commits a material breach of this Agreement and, where the breach is capable of remedy, fails to remedy it within fourteen (14) days of being given written notice specifying the breach and requiring it to be remedied.
Where a Contribution Date specified in the Schedule is not met, the Party responsible for that contribution shall notify the other Party without delay and the Parties shall agree revised arrangements; persistent or unremedied late delivery of a sponsorship contribution may be treated as a material breach for the purposes of this Clause.
In addition to the above, TUS may terminate this Agreement immediately where:
(a) there is a material breach of this Agreement;
(b) continuation would conflict with the TUS Sponsorship Policy;
(c) significant reputational concerns (as described in Clause 2.3) arise; or
(d) a conflict of interest (as described in Clause 2.3) cannot be appropriately managed.
TUS shall act reasonably in forming a view under paragraphs (c) and (d) above and, where practicable, shall give the Sponsorship Partner an opportunity to respond before terminating on those grounds.
Where this Agreement is terminated before the End Date specified in the Schedule:
(a) TUS shall refund to the Sponsorship Partner a fair and reasonable proportion of any financial sponsorship contribution already paid, reflecting sponsorship benefits not yet provided as at the date of termination, unless the termination arises from the Sponsorship Partner’s material breach, in which case no refund shall be due;
(b) each Party shall complete, return or otherwise account for any in-kind contributions, equipment, materials or property provided by the other Party in connection with the sponsorship, to the extent reasonably practicable; and
(c) each Party shall cease using any benefit, recognition or right associated with the sponsorship (including naming rights, logo placement or promotional material) as soon as reasonably practicable.
Upon termination, any rights granted by either Party to use names, logos, trademarks or branding shall cease unless otherwise agreed in writing.
Termination of this Agreement shall not affect any rights or obligations accrued prior to the date of termination.

8. Liability and Indemnity

Each Party shall be responsible for its own acts and omissions, and those of its employees, contractors and agents, in connection with this Agreement.

Each Party (the "Indemnifying Party") shall indemnify the other Party against reasonable losses, damages, costs and expenses arising from death, personal injury, or damage to property caused by the negligence or wilful default of the Indemnifying Party, or its employees, contractors or agents, in connection with this Agreement.

Neither Party excludes or limits liability for death or personal injury caused by its negligence, for fraud or fraudulent misrepresentation, or for any other liability that cannot lawfully be excluded or limited.

Subject to the foregoing, neither Party shall be liable to the other for any indirect or consequential loss, or for loss of profits, revenue, goodwill or anticipated savings, arising out of or in connection with this Agreement.

Where a Party's activities under this Agreement involve access to TUS premises, equipment, staff or students, that Party shall hold adequate public liability insurance (and, where relevant, employer's liability insurance) and shall provide evidence of that cover to TUS on request.

9. Force Majeure

Neither Party shall be liable for any failure or delay in performing its obligations under this Agreement (other than an obligation to pay money) to the extent the failure or delay is caused by an event beyond that Party's reasonable control, including natural disaster, fire, flood, war, civil unrest, industrial action, epidemic or pandemic, or failure of public infrastructure (a "Force Majeure Event").

A Party affected by a Force Majeure Event shall notify the other Party as soon as reasonably practicable, setting out the nature of the event and its expected impact on performance of this Agreement.

If a Force Majeure Event continues for more than sixty (60) consecutive days, either Party may terminate this Agreement by written notice to the other Party, and Clause 7 (Term and Termination) shall apply.

10. Assignment

Neither Party may assign, replace, novate, subcontract or otherwise transfer any of its rights or obligations under this Agreement without the prior written consent of the other Party, such consent not to be unreasonably withheld, except that TUS may assign this Agreement to a successor university or statutory body carrying on substantially the same functions.

11. Notices

Any notice given under this Agreement, including a notice of termination, shall be in writing and delivered by hand, registered post, or email with confirmation of receipt, to the address or email address of the relevant Party's contact specified in the Schedule (or such other address as a Party notifies to the other in accordance with this Clause).

A notice shall be deemed received:

(a) if delivered by hand, at the time of delivery;
(b) if sent by registered post, two (2) Business Days after posting; and
(c) if sent by email, when receipt is confirmed by the recipient.

12. General

Nothing in this Agreement creates a partnership, joint venture or agency relationship between the Parties.

This Agreement constitutes the entire agreement between the Parties concerning the sponsorship.
Any amendment to this Agreement must be made in writing and signed by both Parties.
This Agreement shall be governed by the laws of Ireland and subject to the exclusive jurisdiction of the Irish Courts.
If any provision of this Agreement is found to be invalid or unenforceable, that provision shall be severed and the remainder of this Agreement shall continue in full force and effect.
No failure or delay by a Party in exercising any right under this Agreement shall operate as a waiver of that right, and no single or partial exercise of any right shall preclude any other or further exercise of that or any other right.
This Agreement does not confer any rights on any person who is not a Party to it.
This Agreement may be executed in counterparts, each of which shall be an original, and all of which together shall constitute one agreement.
The Schedule forms part of this Agreement and should be read together with it.

Signatures
For and on behalf of Technological University of the Shannon (COO/CAO)

Name: _____

Position: _____

Signature: _____

Date: _____

For and on behalf of the Sponsorship Partner
Organisation: _____

Name: _____

Position: _____

Signature: _____

Date: _____

SCHEDULE

Sponsorship Details

1. Sponsorship Information

Item	Details
Sponsorship Reference Number	
Sponsorship Title	
Sponsorship Type	☐ Inbound Sponsorship ☐ Outbound Sponsorship
Sponsorship Partner Organisation	
Sponsorship Partner Contact (Name, Position, Email and Telephone)	
TUS Department / Faculty	
TUS Contact (Name, Position, Email and Telephone)	
Effective Date	
End Date	

2. Sponsorship Contribution

Item	Amount (€)
Financial Sponsorship Contribution	
In-Kind Sponsorship Contribution	
Total Sponsorship Value	

3. In-Kind Sponsorship Contribution Details (if applicable)

Description	Estimated (€)

4. Sponsorship Contributions, Benefits and Commitments

Contribution, Benefit or Commitment	Responsible Party*	Details
Financial Sponsorship Contribution		
In-Kind Sponsorship Contribution		
Website Recognition		
Event Recognition		
Social Media Recognition		
Logo Placement		
Hospitality Benefits		
Exhibition Space		

Speaking Opportunity		
Naming Rights (if applicable and separately approved)		
Other		

***Responsible Party:** Enter the Party responsible for providing, delivering or fulfilling the contribution, benefit or commitment (e.g. **TUS**, **Sponsorship Partner** or **Both Parties**).

5. Sponsorship Contribution Arrangements

Item	**Details**
Contribution Type	☐Financial ☐ In-Kind ☐ Financial and In-Kind
Contribution Date(s)	
Contribution Arrangements *(e.g. payment schedule, delivery arrangements, provision of services or other agreed arrangements*	
Invoice / Reference Number	
Purchase Order Reference *(if applicable)*	
Additional Administrative Requirements	

6. Sponsorship TUS Approval*
Approval Threshold Category

Approved Requirement	**Approved by**
Approving Body	☐ SMT ☐ SLT ☐ Governing Body
Approval Date	

**Please refer to the approval threshold tables in the TUS Sponsorship Policy to identify the applicable approval level for this sponsorship.*

7. Additional Notes

Additional Notes

8. Schedule Confirmation

Confirmation
This Schedule forms part of and should be read in conjunction with the TUS Sponsorship Agreement.