

## **The Keyphoto College Support & Sponsorship Fund**

Keyphoto sponsorship exists to benefit your Photographic Department. It is based on your annual turnover with Keyphoto. The more you spend the bigger the fund. We allocate **3%** of your annual turnover to your sponsorship fund. All sales invoiced to the appropriate department, and individual students\*<sup>1</sup>, in any academic year, (from 1 July to 31 August), to calculate your annual allowance\*<sup>2</sup>.

Keyphoto and the college will nominate a college member of staff to co-ordinate the sponsorship allowance.

Your sponsorship fund is available for use at any time. In most instances we will offer your department credit in the form of product or vouchers\*<sup>3</sup>.

Keyphoto may request inclusion in publicity in conjunction with any sponsored event, and asks that the department displays the Keyphoto Student Shop poster.\*<sup>4</sup>

### **Sponsorship Examples:**

Keyphoto has been involved in various types of sponsorship. The following is a guide to help you choose which type of sponsorship you think is most suitable. The guidelines are not prescriptive, as it is our objective to be as flexible as possible, in order to meet the needs of each individual college.

### **Sponsoring competition prizes:**

This is the type of sponsorship which most colleges opt for. The college would devise a competition for students, for example:

- most improved student
- best portfolio
- best individual piece of work as a response to a brief

These are some popular examples. Keyphoto will provide the college with the prizes, which could be cameras, Keyphoto vouchers or other specified products.

We also provide certificates, and will endeavour to be present at prize giving.

### **Sponsoring exhibitions and shows:**

The majority of colleges run an 'End of year' show for their students. Where the department budget is stretched, the sponsorship fund is an ideal vehicle to support both students and teachers with free materials for this purpose.

Keyphoto will provide materials for the shows in accordance with the colleges' specification. It is the responsibility of the individual college to decide how they choose to distribute the materials amongst students.

Keyphoto will also consider relevant marketing, and publicity of events.

**Department Sponsorship:**

This occurs where a photographic department requires capital equipment, but has not budgeted for the expenditure. A popular request might be for a laptop, or dedicated photographic software.

**Third-party Sponsorship:**

The photographic department may feel another department, student or student body deserves part of the sponsorship. Keyphoto will refer any request from a third party to the nominated contact, who will have the final decision over allocation.

**In all cases Keyphoto's decision on sponsorship is final and not negotiable.**

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\*Notes:

<sup>1</sup> Online sales to students, generated by the department, will be added to the sponsorship.

The Sponsorship fund cannot be deducted from invoices.

<sup>2</sup> The fund is not rolled over, and last year's sponsorship has to be claimed by 31 August.

<sup>3</sup> The prize cannot be in any form of cash or cheque, nor can it be used for private purchases by members of staff.

Keyphoto vouchers must be redeemed within 12 months of issue. Vouchers to students are calculated to include VAT.

<sup>4</sup> Student posters are supplied free-of-charge to the department.