



Sponsorship Guide

For Clubs and Societies



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Introduction:

Sometimes our societies feel as though there isn't a lot for them to do because of financial limitations. While we can offer grants to our societies and clubs for some events and activities, looking to get sponsored would be beneficial for both the society and the sponsor.

Getting sponsored is a great way for you to enhance the experience for your members.

What the Sponsor can offer You:

Provide Finances

One of the main reasons societies seek sponsorship is for financial aid. Receiving external funding is a great way of enhancing the experience of your society members. More money increases opportunity and enables you to run more of your own events and competitions, which ultimately leads to a more attractive 'buy-in' for new members. Extra funding will also reduce your dependence on membership fees, making joining different clubs and societies more inclusive.

Discounts

If your society or club are regular customers of a particular business or product, then you may look into a sponsorship agreement in the form of a discount. You could negotiate money off a certain product, equipment or reduced admission into their venue or events when taking your members along.

Resources

Your sponsor could potentially provide your society or sports club with clothing or uniform, equipment and competition prizes. The company may also provide a venue for your society to hold larger functions. Sponsors could also provide expertise; they might offer coaching, training or even provide a masterclass on your groups' niche.

Links with potential employers

Your sponsors might look at your successes while running the society and offer certain job opportunities or other networking links that may help you or your members in the future.

What You can offer the Sponsor:

Brand presence on campus

Companies can gain publicity by having their logo on sports club uniforms, bags etc. or on society posters or merchandise. Sharing the company logo encourages students to ask about the brand and it could ultimately lead to more people researching that company.

Sponsors can share your successes

Your successes as a society reflect well on the companies that sponsor you. If you hold a successful fundraiser while branding that company people may associate more positive qualities with that company.

Attendance at their venue or event

Your society and members alone will bring more business to the company. Ensuring that your members use the sponsors products or services could already be classed as a significant contribution to a sponsorship agreement. This also gives your sponsor the opportunity to engage with your society or club members.

Become brand ambassadors

Essentially, your society will become brand ambassadors for the company that sponsors you. You and your members could agree to be involved in the company's promotions and offer to hold certain events at the university to advertise that company.

Step-by-step Guide:

1 Discuss with your committee

The first thing you should do is have a meeting with you committee to discuss certain points about your society or club:

- What do you do as a group and how could this benefit a sponsor?
- How will a sponsor benefit you? What are you aiming to get out of having a sponsor?
- Which company or sponsor would fit well with your society image?

2 Find your Sponsor

Identify potential sponsors. Do some research and see what you can find. Think about companies or products that you use regularly and start thinking about what you could offer them.

Some things to consider:

- With your committee, identify areas that your society or club might need support with throughout the year. This might include a team uniform, equipment, venue space or product discounts. Make a list of what you think you need the most help with.
- Using this list, specify exactly what you need in each area and then start doing some research into potential sponsors

Here are some links that might be useful:

www.sponsormysociety.co.uk or unisponsor.co.uk

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Write a Sponsorship Proposal

Your proposal should emphasise the benefits that a company would get from sponsoring your club or society. You need to build a case for your society or club that would identify you as a worthy group to sponsor. Send a letter or an email to the sponsor or sponsors that you believe best fit your society or club. Be explicit with details as this will help.

Some points you may want to cover in your proposal:

- Your past successes - for example, an annual report or details about past events
- Future goals - what you want to do with your society or club
- Why you need a sponsor and what you can do for them in return
- Why their company would be a suitable sponsor - how does your club or society fit in with their business
- How their money will be spent and why it would benefit your members
- Your contact information

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Share your Proposal with us

Once you have written your proposal and thought about who could potentially sponsor your club or society, you need to inform the Students Union so we can check your documentation and make sure you're putting forward the best proposal possible. Once your proposal has been approved, you can then send the letter to your possible sponsor.

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Discuss with the Sponsor

Once your completed proposal has been approved, arrange a meeting to discuss your proposal with your sponsors. Having a face-to-face meeting gives you the opportunity to talk about your options and persuade your sponsors to work with you. When you and your sponsor have come up with an offer that you are both happy with, the next step is to get your contract signed!

6**Complete the Sponsorship Agreement**

Fill in the sponsorship agreement form with all the details you and your sponsor agreed on. Ensure that you include as much detail as possible to avoid any misunderstanding or issues in the future.

7**Get it Signed!**

To make the agreement official you will need to get your sponsor to sign the contract and then an executive member of your society or club will also need to sign it. You then need to send a copy of the signed contract to the SU Vice President for our records.

Have any questions?

Email: studentsunion@buckingham.ac.uk



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