**SUBU Clubs and Societies Sponsorship Guide**

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# **1. Introduction to Sponsorship**

SUBU clubs and societies are expected to be financially self-sustaining and gaining external sponsorship is one of the ways of achieving this. We strongly encourage you to look into possible sponsorship opportunities, so we’ve put together this guide to help you.

## ***What is sponsorship?***

Sponsorship is external support, either financial or for goods in kind, in return for some form of acknowledgement and can be a great way to get some extra money for your club or society. In order to secure sponsorship you will need to approach external organisations and propose to them why you believe they should support your group.

## ***What’s’ the difference between fundraising and sponsorship?***

|  |  |
| --- | --- |
| **Fundraising** | **Sponsorship** |
| Fundraising is the act of raising funds for a specific cause, charity, project or your own club/ society. There are a variety of methods to fundraise including events, sponsored challenges, and asking for donations. Use the Fundraising A-Z Guide for more ideas | Sponsorship is a business transaction between your group and a company that provides money for a project or an event carried out by your group. This partnership should be considered as a business transaction as the partnership generally benefits both parties in the agreement.  |

…both are effective means of raising needed funds and should be considered important resources for your group during the year.

## ***Things to consider before looking for a sponsor:***

* Sponsorship works both ways

As we said above sponsorship is a business transaction. Remember that any agreement you come to will be two-way; your group will be expected to honour obligations that are made

* Keep it simple

The more simple your sponsorship agreement, the easier it will be to uphold. Don’t enter into an agreement if you are not confident that you will be able to honour. Not fulfilling commitments will harm your society and SUBU’s reputation, which will in turn affect the chances of gaining future sponsorship.

* Look for like-minds

Think about companies or businesses which your group may already be in regular contact with, or those that may have similar aims to yourselves. As sponsorship represents a partnership, it is best to approach potential sponsors who you know you can offer something genuine in return.

## ***What can sponsorship offer you and what you can offer in return?***

It’s important to enter a sponsorship knowing exactly what you would like but also what you are in a position to offer. The lists below give you some examples:

|  |  |
| --- | --- |
| **What sponsorship can offer you** | **What you can offer a sponsor** |
| **Provide Finance**The most obvious contribution a sponsor can make to your group is to give you money in return for advertising or use of their product or business. **Provide Kit or Equipment**A sponsor may provide kit, clothing or equipment for your society in return for their name being displayed on it **Discounts**If your group are regular customers of a particular business, then you may be able to negotiate sponsorship in the form of a discount. This could be money off supplies, a reduced admission price to events, or a discount when hiring specific services or facilities**Offer Facilities or Venue**If your society has specific equipment or facility needs that cannot be met by the Union or the University, then an agreement for the use of a more tailored venue could work for you. A company may be willing to let you use their venue in return for advertising. | **Advertising**Helping to get a company’s name into the University community is the most accepted form of sponsorship. This can be been done through displaying the sponsor’s logo on kit but there are other options like displaying banners/promotional material at events. **Attendance**The business brought by the members of your society can give businesses a boost; ensuring your members use the sponsor’s service or products regularly could be valuable. Make sure you manage the sponsor’s expectations of this increased business. **Aiding with Promotions**Enthusiastic and motivated people like you can be great ambassadors for companies. Offering the services of your members to help publicise your potential sponsors could be valuable.Involvement in ActivitiesThe knowledge of your society is another valuable commodity. If you are working with an external venue, you may be able to get a reduced rate if you agree to offer your experience to others, like coaching community groups. |

# **2. Union Rules**

Before you start your search for a sponsor there are some things you need to be aware of with regards to what is offered to external sponsors:

**🡪 Do not commit SUBU to anything**

Don’t promise anything you can’t deliver as the club or society outright. Any agreement with a sponsor is between you and them, not them and SUBU. This means your sponsor won’t have access to SUBUs marketing channels, or be granted a space at the Freshers’ Fair, unless they go through SUBU’s own Sales and Marketing Executive.

**🡪 No pizza companies or letting agents**

Similarly, due to pre-existing agreements SUBU has, clubs and societies are not permitted to secure sponsorship from local pizza companies or letting agents.

**🡪** Avoid bars, pubs and clubs

The Students’ Union has its own bar on Talbot (Dylan’s) and night club in Lansdown (The Old Fire Station). Income that is generated through there and the student shop and coffee shops goes directly back to the SUBU to fund student activities including clubs and societies. The more money that’s spent in these SUBU venues means more money spent on BU students. With this in mind it’s in our interest to encourage students to use these SUBU venues, and prioritise them over other high street bars, pubs and clubs.

**🡪 No Contract, No Sponsorship**

We want to protect you from unfair and unreasonable sponsorship tie-ins. For your sponsorship to be official you must have a signed agreement. It must be signed by your potential sponsor, your group and one of the Senior Managers of SUBU. If the contract is not signed by SUBU, then any deal you have struck is not recognised by the Students’ Union and as such you will be entirely liable for any shortfalls resulting from the agreement.

**We have provided a template contract at the end of this guide**.

Remember we are here to support you - don’t do anything you’re not sure about and always ask. When contracts and money get involved, things can occasionally get tricky so we all need be sure you are doing the right thing and are here to help you. If in doubt, just ask us.

# **3. Step-by-Step**

Once you’ve decided that sponsorship is something you want to pursue, we’ve put some steps to help you navigate the process.

## *Find a Sponsor*

The first step is to identify potential sponsors. Think about companies you use regularly, and those that you could offer something in return. It could also be a local business that might welcome the exposure.

## *Prepare your introductory proposal – and send it to SUBU*

Next you’ll need to prepare the information you are going to send out. You can prepare a proposal so the sponsor can see exactly what you’re about - keep it simple and realistic. Once you have completed it along with a cover letter you need to send it to us at suclubs@bournemouth.ac.uk . Once we’ve checked it over and signed it, we’ll send it back to you.

**We have provided a template cover letter/email and proposal at the back of this guide**.

## *Send out your proposal*

Once your proposal had been approved the next step is to send it out and introduce your group to the potential sponsor/s. The most effective way of doing this is to send out your cover letter and proposal in the post or by email.

## *Discuss with the Sponsors*

If you get a response to your proposal you’ll then want to discuss it in a bit more detail with your potential sponsor. Think about how you want to do this, face to face, over the phone or by email. Once you’ve met or spoken in more detail, and both parties are happy with what the sponsor is offering you and what your society is offering them in return, then progress to the next step.

## *Complete the Sponsorship Agreement Contract*

Once both parties are in agreement you’ll need to complete the Sponsorship Agreement Contact detailing all that has been agreed. It’s important that you include as much detail as possible in case there are any later issues with your sponsorship.

**We have provided a template Sponsorship Agreement at the end of this guide**.

## *Get it Signed*

Lastly, to make it official you need to get your agreement signed. The first signature you need is that of a Senior Manager at SUBU (like with the proposal) - this will mean that the Union recognises your agreement. Then it will need to be sign by one of you group (usually the treasurer), and your sponsor.

##

## *Getting Paid- Fill in an Income Request Form*

Complete the Income Request Form which can be found in the committee zone on the SUBU website and submit to suclubs@bournemouth.ac.uk. We need this completed form and the signed agreement for finance to create an invoice for you to send to the sponsor for the money they have promised you!

# **4. Template Cover Letter**

Fern Barrow, Poole, Dorset

BH12 5BB

T: 01202 965765

W: www.subu.org.uk

E: subu@bournemouth.ac.uk

[INSERT DATE]

[SPONSOR NAME]

[SPONSOR ADDRESS]

[SPONSOR ADDRESS]

[SPONSOR POSTCODE]

**RE: SPONSORSHIP OPPORTUNITY– [INSERT CLUB/SOCIETY NAME]**

Dear [Sir or Madam, OR NAME OF CONTACT IF KNOWN],

My name is [YOUR NAME] and I am the [YOUR COMMITTEE ROLE] of the Students’ Union a Bournemouth University [YOUR CLUB OR SOCIETY]. As with any student group we want to provide the best experience possible for our members and to do this we need the support of external parties. With this in mind we are currently looking into potential sponsorship opportunities for the 2020/21 academic year.

Attached to this letter is a brief proposal giving you a bit more information about [YOUR CLUB OR SOCIETY] and details of sponsorship opportunities with us. These details include ideas as to what you may be able to do to help us, and also what our group can do for your business.

If you are interested in working with us during this year, or would just like some more information, do not hesitate to get in touch with us to discuss things further. You will find my contact information below.

Sincerely,

[IYOUR NAME]

[YOUR ROLE]

On behalf of [INSERT CLUB/SOCIETY NAME]

[INSERT YOUR CONTACT DETAILS



# **5. Template Proposal**

Fern Barrow, Poole, Dorset

BH12 5BB

T: 01202 965765

**Sponsorship Proposal**

W: www.subu.org.uk

E: subu@bournemouth.ac.uk

**[Your club/society Name]**

|  |  |
| --- | --- |
| **1** | **[Club/society Name] Background** |
| *Tell the potential sponsor about your group* |

|  |  |
| --- | --- |
| **2** | **Past achievements of the [Club/society Name]** |
| * *Awards / Titles won*
* *Large events / trips that you have organised*
* *Number of members if substantial, money turned over through the club*
* *Money raised for charity/ community work*
 |

|  |  |
| --- | --- |
| **3** | **[Club/society Name] Aims for this Academic Year?** |
| *Your aims and objectives. Anything relevant to the potential sponsor*  |

|  |  |
| --- | --- |
| **4** | **What the [Club/society Name]can do for you?** |
| *Include here the benefits of them sponsoring you – this is a good place to insert your society’s sponsorship options; think about advertising, attendance, aiding with activities or promotion*  |

|  |  |
| --- | --- |
| **5** |  **What you can do for the [Club/society Name]?** |
| *What would you ideally like from the sponsor, include what you plan to do with the sponsorship if successful. How can they help you if it’s not financial (providing equipment, discounts etc.). How it will benefit your members and club / society* |

|  |  |
| --- | --- |
| **6** | **Signature of Approval**  |
| **Signature on behalf of student group**  |  | **Signature on behalf of SUBU** |  |
| **Name** |  | **Name** |  |
| **Position** |  | **Position** |  |
| **Date** |  | **Date** |  |

# **6. Template Contract**

Fern Barrow, Poole, Dorset

BH12 5BB

T: 01202 965765

**Sponsorship Agreement Contract**

W: www.subu.org.uk

E: subu@bournemouth.ac.uk

**[Your club/society Name]**

This Sponsorship Agreement is made and entered into as of the dates specified in this agreement by and between “The Club or Society” and “The Sponsor” specified in this agreement.

As part of this agreement, “The Sponsor” has agreed to provide financial support to “The Club or Society” subject to the terms and conditions laid out in this agreement.

|  |  |
| --- | --- |
| **1** | **The Society**The Society of this sponsorship agreement will be: |
| **Name of Society** |  |

|  |  |
| --- | --- |
| **2** | **The Sponsor**This contract is made between the Cub or Society and; |
| **Name of Sponsor** |  |
| **Type of Business** |  |
| **Contact Name**  |  | **Position** |  |
| **Telephone** |  | **Email** |  |
| **Invoice Address**  |  |
| **Head Office Address, Contact & Website***If necessary*  |  |

|  |  |
| --- | --- |
| **3** | **Sponsorship Period**The agreement shall be deemed to have commenced on “Start Date” and shall continue until “End Date”. (“the Sponsorship Period”) |
| **Start Date** |  | **End Date** |  |
| **Clauses** | *You may wish to enter clauses such as ‘no monetary penalty’ from the withdrawal of services or withdrawal of sponsor* |

|  |  |
| --- | --- |
| **4** | **Sponsorship Fee**The Sponsor has agreed to give the Club or Society;  |
| **Total Sum***Inc. VAT* | £ |
| **Paid over**No. of instalments |  | **Sum of Each Instalment***Inc. VAT* | £ |
| **Payment Dates** |  |
| **The Sponsor has agreed to support the Club or Society through a form which does not constitute a direct payment. This support will take the following form** | *Delete if necessary.**If applicable – input detail such as products, discounts* |

|  |  |
| --- | --- |
| **5** | **Responsibilities of the Club or Society**As part of this agreement the Club or Society agrees to undertake the following services;  |
|  | *Numerically list all the things you have agreed to deliver as part of the agreement. Include all detail, dates amounts etc…* |
| **Clauses** | *You may want to state who is the beneficiary main point of contact for the sponsor.**The sponsor may require a clause about ensuring they are the main sponsor with no other 3rd parties or rival companies working with you. This is up to you.* |

Important Details

* The Club or Society acknowledges and confirms that, unless agreed, The Sponsor shall not be liable to The Club or Society or any other person for any additional cost or expense besides the Sponsorship Fee
* All goods, kit or equipment must be ordered through the Students’ Union. The Students’ Union at Bournemouth Union will not be responsible for any goods or payment of goods, not ordered through the Students’ Union via the correct channels
* All monies must be received within 30 days of receipt of an official invoice. All monies must be paid directly to The Students’ Union at Bournemouth Union. The Students’ Union at Bournemouth Union will not accept responsibility for any payment given to The Club or Society representatives.
* Correspondence relating to this agreement should be via the Students’ Union and addressed to the Student Opportunities Manager.

|  |  |
| --- | --- |
| **5** | **Signature of Participants**  |
| **Signature on behalf of Sponsor**  |  | **Signature on behalf of SUBU** |  |
| **Name** |  | **Name** |  |
| **Position** |  | **Position** |  |
| **Date** |  | **Date** |  |
|  |
| **Signature on behalf of the Club or Society**  |  |  |  |
| **Name** |  |  |  |
| **Position** |  |  |  |
| **Date** |  |  |  |