

UCSU Activities

GUIDE TO SPONSORSHIP

This guide has been created to help you and your club gain sponsorship. Please note that all agreements must be approved by the SU Activities Team!

When you are looking for sponsorship, it is important that you focus on the benefit for both parties. When putting a proposal together consider:

- What the sponsor can do for you
- What you can do for the sponsor

Important things to consider

1. Sponsorship does not come free – your clubs are expected to honour obligations to maintain the sponsorship.
2. Keep it simple – don't enter a sponsorship if you do not feel your club will be able to fulfil your end of the sponsorship. Not fulfilling the conditions will harm your club, the Students' Union and the university's reputation affecting the possibility of future sponsorship.
3. Only commit to a year's agreement – you can renew short term agreements.
4. Seek common goals – think about companies/businesses who might have similar aims to your club.

Before approaching any potential sponsor, contact the Activities team and Marketing Manager for advice and to ensure that you are not competing with any sponsorships the Students' Union may have. Email suactivities@chi.ac.uk before contacting any companies and provide a list of companies you wish to contact

How you benefit from the sponsor

The first thing you must think about is **what you want?** Some companies may not be able to provide you with pure cash; they may be more willing to provide you with kit or equipment. Think outside the box.

Outline what your club want the sponsorship for, potential sponsors will want to know where their money actually goes and how it will help what they are supporting. For example:

- Help fund events and activities or events for members
- Improve/purchase equipment and kit that is available for all members to use and train with, improving the chance for success and progression
- Funding for a coach
- Provision of a facility/venue
- Discounts exclusive for your club members e.g. discounted equipment or reduced admission for events

How the sponsor benefits from you

Give the company a clear sight of the benefits they gain from sponsoring your club/team. This is dependent on what form of sponsorship you are after. For example:

- Advertising banner on sports pitches or during club events
- The company name and logo on all your kit
- A section on your webpage or a link from your Facebook group
- All photos of your team/club includes the logo and name at the bottom
- Helping the companies who have a particular product or service introduce or promote that applies to you as a team/club
- Utilise skills from the club developed through their degree to provide additional support for projects

Remember to consider how much it costs YOU to offer your sponsorship, for example, if you offer the logo on your kit, make sure in the deal that the sponsor covers the additional printing costs!

When putting together your proposal, remember to:

- Mention success of the club/team
- Be concise, focus on the promoting and packages you can offer them
- Be engaging. A nice personal touch is to add photos or publications, any examples of the benefits past sponsors have had are a bonus
- Don't over exaggerate, be realistic.
- Let them know that this really matters to you - if you don't hear from them, follow up your proposal with a polite call to see how things are going.
- Innovative. Think about what you can offer that no-one else can. If you can make your proposal stand out, then they'll be thinking what you can do for their brand.

What companies should you consider approaching?

Contact companies that have something in common with your club as this will interest the company more. Think about what aspect of their business will benefit most from the involvement with your club and then get in contact with someone responsible for that area. When offering sponsorship proposals don't feel constrained to companies with a certain field. Some ideas are:

- Local companies – they are often interested in sponsoring students as it put their name out in the local and student community quickly.
- A company who has been previously active sponsor – approach previous sponsors to maintain good working relationships or to build old partnerships.
- Graduate recruiters enjoy getting involved with students' unions as it puts them in contact with potential employees.

Sometimes, companies get back to you offering slightly less than what you asked for, or they may ask for something else in addition to what you've offered.

Contracts

When securing a sponsor you need to finalise things officially. Some companies will provide you with a contract detailing the agreement and their terms, if so, make sure of the following:

- Do the terms of the contract/agreements with the sponsor match that of the proposal?
- Does the contract require exclusivity? This will be an issue if you're potentially looking for multiple sponsors.
- Will they provide promotional materials? Check whether or not the company will provide you with banners/flyers/posters for you to display or distribute, or whether you will have to produce them at your own expense.
- Is there a specific payment date? If not, it may make it harder to chase up payment.
- Always have your agreement down on paper to ensure fewer disagreements and follow up from the deal at each end. There is a template agreement and the SU team can suggest what should be in it.

What not to do

1. No contract, no agreement – this guide is designed to safeguard you from unreasonable contract conditions. The contract must be reviewed by SU Activities and signed off. If not signed by an SU Staff member then the agreement is not recognised by the Union.
2. Do not commit SU to anything e.g. promising access to SU social media channels or allowing your sponsor a space at Freshers Fair. Don't promise on behalf of another club even if it is a joint agreement.

DO NOT SIGN ANY CONTRACTS OR PAPER WORK WITHOUT FIRST SEEKING APPROVAL FROM THE STUDENTS' UNION

Example Timeline

1. Find your sponsor – identify potential sponsors, consider companies that you use regularly, or a local business that may want exposure.
2. Introduce your club – send an email, including a proposal detailing who you are (your club) and what you are after. See templates at the end of the guide and amend it to suit your club.
3. Prepare your proposal and talk with the Students Union – keep the proposal simple. Send it to SU Activities team for review to ensure it doesn't breach SU by-laws and sponsors.
4. Discuss with sponsors – you can discuss the proposal with sponsor and explore other sponsorship options.
5. Complete a sponsorship agreement and send it for review to SU Activities
6. Get it signed by the Students Union and the sponsor – SU will keep a record of this agreement. So, should your club so you can ensure that you are meeting the conditions.

Remember to keep to your agreement. The aim is to secure a sponsor and make them want to renew their sponsorship year on year. This means it is important to stick to your terms of agreement not just for your club, but because you represent the university and students as a whole.

Keep a full record in words and pictures of everything your group has done related to the sponsorship agreement. This way you can ensure that both you and your sponsor are happy with the arrangement.

Update your sponsor on how everything's going, this is a two-way relationship and communication is key. E-mail them photos of their sponsorship money in action and offer them invitations to events you are holding. They want to be a part of the process! The better a relationship you build with your sponsor the more likely it is they will continue sponsoring you in the future.

In the event that you are unable to carry out part of the agreement speak to your sponsor and see if you can arrange an alternative – the worst thing you can do is ignore the problem.

Over the next 2 pages are some example letters you may find useful. If you have any more questions do not hesitate to contact the SU Activities Team (suactivities@chi.ac.uk)

Example Proposal Letter

[Insert date]

[Insert Address]

RE: SPONSORSHIP OPPORTUNITY– [INSERT CLUB NAME]

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

My name is [YOUR NAME] and I am the [YOUR ROLE] of the University of Chichester Students' Union [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 avenues for the 2021/22 academic year.

Attached to this letter is a brief document giving you a bit more information about [YOUR CLUB OR SOCIETY] and details of sponsorship opportunities with us. These details include suggestions as to what you can do to help us and equally what our [club] can do for your business.

If you have any further queries about this sponsorship, or would like to arrange the possibility of working out a sponsorship arrangement, please do not hesitate to contact me further on **[insert phone number]** or **[insert email address]**.

Sincerely,

[YOUR NAME]

[YOUR ROLE]

On behalf of [INSERT CLUB NAME]

Example Thank You Letter

[Insert date]

[Insert Address]

University of Chichester [insert club name] Sponsorship

Dear Chris,

Thank you for your generous contribution towards the University of Chichester **[club name]** for the **[sponsorship agreement]**. **[What the sponsorship has been used for]** This figure has gone towards the running costs of our first season in the National Division which has considerable costs. I am greatly encouraged with the Team and the projects overall progress to date, on the court the team have excelled and surpassed all preseason expectations. With 5 matches remaining of the league season the team lies 2nd after winning 9 out of the opening 12 fixtures and are on target to gain promotion in our debut season. 3 of these squad players have been selected for English University Trials, and Bud Johnston one of our Sports Scholarship students leads the league in points scored averaging 27 points per match.

Off the court extensive work has taken place with Worthing Thunder Basketball Club and Worthing College as well as agencies including England Basketball & Sussex Basketball. We are developing communication lines between these agencies and organisations and focusing on creating student coaching placement opportunities, hosting events on behalf of Sussex Basketball and a number of other initiatives.

Publicity wise I have been extremely pleased with local, national and international exposure with a combination of local newspaper match reports, England Basketball & FIBA website, and press releases in BUCS (British University College Sport) magazine & Sussex News. Worthing Thunder have agreed to create a page on their website to promote the project, and on Wednesday March 10th 7.30pm they are bringing their full British Basketball Squad for a friendly against the National League Team at the University's Bishop Otter Campus. We would be delighted if you and your colleagues would be able to attend this fixture.

Yours faithfully

[Insert name]

University of Chichester [insert role within club]