**Sponsorship Framework**

This links to the External Sponsorship Guidelines document.

Please ensure you have fully read this document before

attempting to complete the below.

**Steps for Obtaining a Sponsor**

**Why?**

The key question that you first need to consider is “Why would any company or organisation want to sponsor my club or society?”

If you are not convinced or clear why your group should be sponsored, then you will struggle to convince anyone else. Consider the following three themes to aid in ensuring sponsors see your group as an attractive prospect:

Ensure that you have a firm grasp on your club/society’s vision. If you had 30 seconds to describe what your club/society is about, what would you say? Would the person hearing this be able to accurately communicate this back to you? Have a go below:

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Ensure that you have some track record of success as a club/society. What have you done well over the last part year? Have you won any competitions or awards or been publicly recognised? Try and list some below:

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Ensure that your club/society is making

progress towards its vision. What are you intending

to do in the coming year that you have not done this year?

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**What?**

The next key question to consider is “What do you actually want from a sponsor?”.

As mentioned on page 5, sponsorship is not necessarily all about money. Financial input is what most clubs/societies will be seeking, but there are other ways that you can benefit from a sponsor.

Make sure you have fully considered the options on page 5 and are clear on what you want from a sponsor prior to contacting prospective companies. Consider the following questions:

If you are seeking finances, how much and for what purpose?

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If you are seeking equipment, what equipment, how much will this equipment cost, what is it needed for and when do you need it?

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If you are seeking discounts or clothing/kit,

for what purpose? Can you provide guarantees that

all club/society members will use their service?

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If you are seeking alternative venues or facilities, what is your reason for this and how much will this cost?

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**Who?**

Now that you have considered why someone would sponsor your club or society and what you require sponsorship for, it is time to consider who to approach. Will you make use of personal connections or seek local companies? Maybe those with allied aims? Make sure that their values are in line with the SUSU strategy.

Who do you personally know? Everyone in your student group will have personal connections to draw on. One of the biggest opportunities here is with alumni. Those who were part of the club or society during their time at the University will probably have very fond memories and many will be keen to invest money to enable current members to enjoy activities. Alumni love to be kept updated, consider putting together a termly newsletter or even an annual dinner with the opportunity for alumni to give money. Do you know anyone that fits this?

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Local organisations are often keen to be

associated with university clubs and societies

particularly if those clubs and societies represent the

local community well. What local organisations are there that

could be relevant to your club?

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Consider people or organisations that have similar aims and objectives to yours. If you are a sports club, then equipment suppliers are a natural connection to make. If you are an academic society, there may be employers in the field represented by your society that could be a good fit. Are there any people or organisations that have similar aims and objectives?

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**How?**

The last big question is “How do we actually make this happen?”

**Identify Potential Sponsors**

Craft an A4 document describing your society, its vision, its successes, what it wants from the sponsor and what it can offer a sponsor. You are proposing a partnership beneficial to both sides. Communicate what you can offer. Advertising your sponsor through your social media channels? Aiding with promotions of the sponsor? Agreeing that a minimum number of members will regularly use the services of the sponsor? This can work well with bars, cafes and restaurants.

**Build your Proposal**

The most effective way is to send a letter or email to a named person in the organisation with your proposal. This initial communication should include an expression of desire to follow-up with a telephone call or face-to-face meeting if appropriate.

**Build a Relationship**

**Complete the Contract**

Work with your potential sponsor to discuss what might be favourable terms for both sides. It is key that both sides understand each other, so ask questions, find out the vision of the organisation and discuss how your club or society might help them to get there. Be open minded!

**Negotiate Terms**

**Make the Approach**

No contract, no deal. Ensure that you understand the terms of the contract and are happy with them. Without a signatory from both parties, there is no deal. Once the contract is signed ensure that there is a copy for both parties. Some companies draw up the contracts themselves, however there is a SUSU template contract available if you wish to draw up your own.

**PLEASE NOTE – DO NOT SIGN A CONTRACT WITHOUT FIRST SEEKING APPROVAL FROM SUSU**

Your sponsor has a vested interest in the success of your society. Keep them updated with how things are going. A sponsor that can see how their investment is bringing a return will be keen to continue partnership with you in the future. A phone call or email once a term to your sponsor isn’t particularly time intensive and can be hugely beneficial in the long run for your student group.