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Clubs and Societies Sponsor Guidelines

Most clubs and socs will aim to gain sponsorship from outside SUSU to help bolster their budgets. Below is a list of guidelines and tips to sourcing external sponsorship:

1. Think of relevant companies. Don't just go to the same old pubs and clubs (they will be inundated with sponsorship requests), be innovative, try to think of what kind of company would want to target the students in your club or society.
2. Be realistic. Companies are very savvy; if you're a small club or society don't go asking for thousands of pounds!
3. List the benefits that your club or society has to offer. Each club and society is unique and does very different activities from the next. What makes yours attractive to possible sponsors?
4. Be astute; don't go into any meeting or phone call unprepared. Any possible sponsor is going to have a lot of questions as to why it should part with its cash. Make sure you can answer them first time around. If you can't another club or society will!
5. Check with the SUSU Marketing Department before signing up to anything. Before contacting (or if you have been contacted) check to see if the company in question is legit, they may be against SUSU ethical policy, they may be bad debtors.
6. Check with SUSU what you can offer. SUSU has a full time marketing department which deals with external companies. Some companies, in order to avoid payment to SUSU, will try to gain campus access through clubs and societies. Although SUSU doesn't mind, and in fact encourages external society sponsorship, it doesn't allow companies access to campus, the SU building, bars or events, halls of residence, Freshers Week, the Wessex Scene, the web site, or any of our publications/publicity via societies. Its fine for companies to sponsor you (I.e. your shirts, hoodies, posters, flyers, web sites, events etc) but they cannot use a society to directly market itself or its products. Likewise members of the society may not carry out marketing or promotions on the company's behalf. Again check with the marketing department if you are unsure about this.

The SUSU marketing department is situated in The Office (above the Stag's), Building 40, and is open 9am-5pm Monday to Friday. If you have any further questions regarding sponsorship please come in to see the Marketing Manager Luke Shearing or email him at luke@susu.org.