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**SOCIETIES SPONSORSHIP GUIDE**

**Overview**

This guide has been produced help society committee members who are looking to secure sponsorship for their respective societies. This guide will give you some helpful tips to get you started on your mission to raise funds and explain the process which you should go through when reaching out to potential sponsors and making your sponsorship official. It will also remind you of the responsibilities having sponsors entails, and how you can ultimately protect your student group.

At the back of this guide you will find the following four forms:

1. **Sponsorship Letter Template**
2. **Sponsorship Proposal Form**
3. **Sponsorship Contract Form**
4. **Income Request Form**

The Income Request Form **must** be used. The others have been provided to help you. **Remember nothing is official until it has been approved by the Students’ Union. Please send all documents for approval to the relevant member of staff before sending anything to your potential sponsor**:

studentsunion@city.ac.uk

**The Difference between Fundraising and Sponsorship**

It is important to note that there is a difference between fundraising and sponsorship; both are effective means of raising needed funds and should be considered important resources for your clubs during the year.

Fundraising is the act or process of raising funds for a specific cause, charity, project or club. There are a variety of methods to fundraise including events, sponsored challenges, and asking for donations.

Sponsorship is a business transaction between your club or society 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.

Before you start looking for sponsorship, there are a few important steps to take to prepare your case, make a proposal and start asking companies for sponsorship.

**Important things to Consider**

Below are some key things to consider when looking to establish sponsorship for your society:

1. **Sponsorship is a Two-Way Thing**

Nothing in life is free! You must remember when seeking sponsorship that any agreement you come to will be a two-way thing. You and your society will be expected to honour obligations in order to maintain the sponsorship.

1. **Keep it Simple and Realistic**

The more straightforward your sponsorship agreement, the easier it will be to uphold. Don’t enter into an agreement if you are not confident that you and your club or society will be able to honour your end of the partnership. Remember, not everyone in your club and society will share your commitment, so think of your members and what they will be prepared to give in return for sponsorship. Remember; not fulfilling commitments will harm your society and the Students’ Union’s reputation, which will in turn affect the chances of gaining future sponsorship. Failure to uphold your obligations could also result in termination of the contract with the sponsor and any funds that your society has received you would be likely to have to return to the sponsor.

1. **Be in it for the Short-Haul**

Your committees and members will change each year, as a result, what you are prepared to do for sponsorship, and indeed what you need to gain from it will vary from year to year. With this in mind, the Students’ Union will not approve any sponsorship periods longer than one academic year. Remember it is much easier to renew a short term contract you are happy with than break a long term one which no longer suits your needs!

1. **Seek Common Goals**

As sponsorship represents a partnership, it is best to approach potential sponsors to whom you know you can offer something genuine in return. Think about companies or businesses which you and your society are regularly in contact with, or those who have similar aims to yourselves.

1. **Save Yourselves Time**

More than likely your sponsorship proposals will be very similar. Once you have your first one, keep it! Then use it as a generic template which you can amend and adapt for other potential sponsors. Larger student groups may want to consider having different tiers of sponsorship, e.g. Platinum, Gold, Silver and Bronze, with different sets of proposed activity for different prices.

**What the Sponsor can do for you?**

It’s not all about the money! Although a financial contribution is what most societies will seek from their sponsor there are more varied ways in which a sponsor can aid your society.

1. **Provide Finance**

The most obvious contribution a sponsor can make to your society is to give you money in return for advertising or use of their product or business. There are other initiatives such as a referral scheme where your society are given an amount per head, or percentage of profit from any business you direct towards them.

1. **Provide Kit or Equipment**

A sponsor may provide kit, clothing or equipment for your society in return for their name being displayed on it or another arrangement such as being present at events equipment supplied is used at.

1. **Discounts**

If you and your society 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 equipment or supplies ordered from a specific shop, a reduced admission price to events when taking a large proportion of your society members along, or a discount when hiring specific services or facilities

1. **Offer Facilities or Venue**

If your society has specific equipment or facility needs that cannot be met by the Union or the University, then effective sponsorship for you may take the form of an agreement for the use of a more tailored venue. A company may be willing to let you use their venue in return for advertising or your involvement in their other activities.

**What you can do for the Sponsor?**

It is important to remember that as a society you can offer much more to potential sponsors than just a t-shirt with their logo on it. Affiliating with large organisations and playing kit sponsorship may be highly prized in business and professional sport, but there is a chance that your sponsors will not see it as such an effective marketing tool at University level. So, be prepared to think outside the box and use the strengths of your particular group to find something that can benefit both your society and any potential sponsors.

1. **Advertising**

Helping to get a company’s name into the University and the community is the most accepted form of sponsorship. This has traditionally been done through displaying the sponsor’s logo on playing, training or social kit but this is where you need to think creatively. Other initiatives could be possibly displaying company banners or promotional material at society events (remember promotional material from external parties will still need to be approved by the Students’ Union), having sponsors attend your events (external speaker form will need to be completed), not just on a stall promoting themselves but doing something interactive and adding something to it. Or you could contact your members on their behalf, which may be desirable if you have many members and your society is relevant to their organisation.

1. **Attendance**

As a collective, the business brought by just the members of your society can give businesses quite a boost. Arranging to hold events with potential sponsors, or simply ensuring your members use the sponsor’s service or products regularly could be deemed a significant contribution to a sponsorship agreement. Make sure you manage the sponsor’s expectations of this increased business. It helps to outline how many society members you have and ensure the sponsor/ sponsors services are of interest to your society members.

1. **Aiding with Promotions**

Enthusiastic, motivated and vibrant people like you can be great ambassadors for businesses or companies. If your society is of an artistic nature, an effective form of sponsorship may be to agree to perform at or be involved in a company’s events or promotions. Just offering the services of your members to help publicise your potential sponsors could prove valuable.

1. **Involvement in Activities**

The experience and knowledge of your society is another valuable commodity and you may be able to offer this to potential sponsors for the benefit of your group. For example, if you are working with an external venue, you may be able to get the use of their facilities at a reduced rate if you agree to offer your experience to help with their other activities, such as coaching community groups.

**What Not to Do**

In addition to the advice listed above there are also facts which you must be aware of when looking for sponsorship.

1. **No Contract, No Sponsorship**

This guide and the steps identified in it are designed to safeguard you from unfair and unreasonable sponsorship tie-ins. For your sponsorship to be official you must have a signed agreement. (We have provided templates at the back of this guide). It must be signed by your potential sponsor, your society and one of the Senior Managers of the Students’ Union.

1. **Do not commit the Students’ Union to anything.**

Don’t promise anything you can’t deliver yourselves. For example; promising access to the Students’ Union marketing channels or allowing you’re sponsors space at the Freshers’ Fair. Even if it’s through your table, this is not allowed! Also, don’t promise anything on behalf of any other student groups, even if it’s a joint agreement, clearly define your responsibilities separately.

1. **No signature, you’re on your own**

If the contract is not signed by the relevant member of Students’ Union staff, 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.

**Maintaining Your Agreement**

Signing a sponsorship contract is the start of a commitment and it is important that you do your best to maintain your agreement with a sponsor. The more pro-active you are in working with your sponsor the more likely they are to work with your group in the future. Honouring your commitment is vital to this, but doing a few extras also helps. A thank you letter when the agreement is signed or when money or services are received is a good start, as are pictures of events and examples of sponsor’s money, logos, or donations in action.

**Step By Step Guide**

To help you through the process of finding and securing sponsorship we have produced a step-by-step guide. This guide takes you through the recommended six steps you should follow to obtain sponsorship for your society.

1. **Find your Sponsor**

The first step is to identify potential sponsors. Think about companies you use regularly, those to whom you can offer something in return or simply local businesses who may welcome the exposure.

1. **Introduce Yourself**

Once you have identified a suitable sponsor, or sponsors, the next step is to introduce your society to them. The most effective way of doing this is to send a letter (or email) including a proposal detailing who you are and what you are after. You can find templates of both these documents at the end of this guide which you can amend to suit your own student group.

1. **Prepare your Proposal and talk to us Before Sending Anything to Potential Sponsors**

Remember to keep your proposal simple and realistic, as this is just an introduction after all. Once you have completed both these documents you need to notify the Societies Co-ordinator. They will check your proposal and your potential sponsor to ensure that your plans do not contravene Students’ Union rules or put unnecessary strain on your society. Once it has been checked you can move onto the next step.

1. **Discuss with the Sponsors**

Once you’ve been given the green light by the Union, the next step is to discuss your proposal with your sponsors. Think about how you want to do this, face to face (definitely if they are local/small), over the phone or by email. You want to give yourself the chance to discuss other options that may not have been considered in your original proposal. If you are happy with both what the sponsor is offering you and what your society is offering them in return then progress to step 5.

1. **Complete the Sponsorship Agreement**

Fill in the sponsorship agreement detailing all you have agreed when meeting with the sponsor. It’s important that you make include as much detail as possible in case there are any later issues with your sponsorship.

1. **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 the Students’ Union, as this will mean that the Union recognises your agreement. They will usually scan it in and email it to you to sign and scan to your sponsor to get the agreement signed by them. Once you have this, scan it in and email the final sponsorship agreement with all three signatures to the Students’ Union and the Sponsor. You should keep the original in your society records. (This will be useful when handing over to future committees).

1. **Fill in an Income Request Form**

The Income Request Form which can be found in this pack, and in your society’s resource hub. Fill this in and submit to your Societies Coordinator. 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!

**The Forms**

1. **Sponsorship Letter template**

If you want to use this, all you need to do is look for the *[italic type]* and replace it with the details it asks for. Then email it to us for approval.

1. **Sponsorship Proposal form**

Again if you want to use this swap the *[italic type]* for your own more relevant details. You can use your own but either version will need to be sent with your Sponsorship Letter to us for approval.

1. **Sponsorship Contract form**

Once you’ve agreed the details with your potential sponsor you can get them in writing by filling in this form. Again, it will need to be approved by the Students’ Union.

1. **Income Request Form**

This **MUST** be filled in. We use this to invoice the sponsor. Send it to us with the signed agreement.

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 *[Insert Society Logo Here]*

City University of London Students’ Union, City University of London, Northampton Square, London, EC1V 0HB

tel: 020 7040 5600

web: https://www.culsu.co.uk/

*[INSERT DATE]*

*[SPONSOR NAME]*

*[SPONSOR ADDRESS]*

*[SPONSOR ADDRESS]*

*[SPONSOR ADDRESS]*

*[SPONSOR ADDRESS]*

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

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

My name is *[YOUR NAME]* and I am the *[YOUR ROLE]* of the City University of London Students’ Union *[YOUR 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 2016/17 academic year.

Attached to this letter is a brief document giving you a bit more information about *[YOUR 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 *[society]* can do for your business.

If you are interested in working with us during the coming year, or would just like some more information, do not hesitate to get in touch with us to discuss things further, or perhaps to arrange a meeting.

Sincerely,

|  |  |
| --- | --- |
|  |  |
| *[YOUR NAME]* |
| *[YOUR ROLE]* |
| On behalf of *[INSERT SOCIETY NAME]* |

*[INSERT CONTACT DETAILS- Use society email address!]*

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**Sponsorship Proposal**

**City University of London Students’ Union**, City University of London, Northampton Square, London, EC1V 0HB tel: 020 7040 5600 web: <https://www.culsu.co.uk/>

*Before completing the proposal please ensure you have followed the procedures outlined City Students’ Union’s Sponsorship Guide*. *Fill in your society details where indicated in [blue italics].*

***[Society Name]***

|  |  |
| --- | --- |
| **1** | ***[Society Name]* Background** |
| *[Tell the potential sponsor about your society]* |

|  |  |
| --- | --- |
| **2** | **Past achievements of the *[Society Name]*** |
| *[Awards / Titles won. Large events / trips – people attended, number of members if substantial, money turned over.**Money raised for RAG. Community / partnership work**Successfully supported candidates in SU elections (shows influence)]* |

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

|  |  |
| --- | --- |
| **4** | **What the *[Society Name]* can do for you?** |
| *[The benefits of them sponsoring you – this is a good place to insert your society’s sponsorship packages i.e. Platinum will get your sponsor…. Gold will get your sponsor…etc.]*  |

|  |  |
| --- | --- |
| **5** |  **What you can do for the *[Society Name]* ?** |
| *[What you plan to do with the sponsorship (if it’s something specific)**How they can help you if it’s not financial (providing equipment, discounts etc..)**How it will benefit your members and club / society]*  |

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

As part of this agreement, “The Sponsor” has agreed to provide financial support to “The 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 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 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 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 dates, amounts etc…]* |

|  |  |
| --- | --- |
| **4** | **Responsibilities of The Society**As part of this agreement The 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 Society acknowledges and confirms that, unless agreed, The Sponsor shall not be liable to The 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. City University of London Students’ 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 City, University of London Students’ Union. City University of London Students’ Union will not accept responsibility for any payment given to The Society representatives.
* Correspondence relating to this agreement should be via the Students’ Union and addressed to the Societies Co-ordinator and Business Operations Manager.

|  |  |
| --- | --- |
| **5** | **Signature of Participants**  |
| **Signature on behalf of Sponsor**  |  | **Signature on behalf of City University of London Students’ Union** |  |
| **Name** |  | **Name** |  |
| **Position** |  | **Position** |  |
| **Date** |  | **Date** |  |

**Note:** please ensure that, altogether with filling this form, you attach any formal correspondence with the customer, including any signed documentation such as a contract. Please ensure that they are aware of our payment terms – 30 days from the invoice date, unless agreed otherwise.

 **Invoice Requisition Form**

**Information about you:**

|  |  |
| --- | --- |
| Student Group Name (if applicable): |  |
| Your Name: |  | Contact Tel: |  |
| Your Email: |  |

**Information about the supplier:**

|  |  |
| --- | --- |
| Supplier Company Name: |  |
| Contact Name: |  | Contact Tel: |  |
| Contact Email: |  |
| Accounts Email: (If known) |  |
| Address: |  |
|  |
|  | Postcode: |  |
| VAT Number: |  |

**Supplier bank details:**

|  |  |
| --- | --- |
| Bank Name: |  |
| Account Number: |  |  |  |  |  |  |  |  | Sort Code: |  |  |  |  |  |  |
| Bank Address: |  |
|  |
|  | Postcode: |  |

**Order information:**

|  |  |
| --- | --- |
|  | **STAFF ONLY TO COMPLETE** |
| Description of income: | Quantity | Cost each (£) | Total (£) | Dept. Code | Nominal Code | 20% VAT(✓) |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  |  |

*If you require more lines, please attach a second form.*

**Budget holder to complete**

|  |  |  |  |
| --- | --- | --- | --- |
| Name: |  | Date: |  |
| Sign to confirm it has been approved |  |

**For Finance Use Only**

|  |  |  |  |
| --- | --- | --- | --- |
| Invoice No.: |  | Invoice Amount: |  |
| Received By: |  | Date Sent: |  |