

Sponsorship Guide

Guidelines to Gaining Sponsorship, then
What to do After





Page of Contents

- 1** *Welcome Message*
- 2** *Why have a Sponsor*
- 3** *Things to Consider*
- 4** *What You can do for a Sponsor*
- 5** *What your Sponsor can do for You*
- 6** *Do's*
- 7** *Don'ts*
- 8** *Step by Step*





Welcome Message



It is great to see that you are looking into sponsorship for your society! It is clear that you have a lot of love for your society and a want for it to develop. We are excited to help you make that happen.

Sponsorships are a great way to earn some extra income for your group, while building valuable connections with external organisations. They can come in many forms but are worth exploring.

If you would like further help/assistance please contact the Communities Team.



Communities Team

SUCOMMUNITIES@CITY.AC.UK

***Book your
Development meeting
here!***



Why have a Sponsor

Opportunities

Sponsors can help you gain those new opportunities, equipment or status to help your society expand. You will be able to gain access to opportunities that you may have struggled to before without their support. Show off your society development your sponsor helped you gain!

Recruitment

Certain sponsors may help you have more appealing attributes for recruiting new members. What makes you more enticing than someone else. Really show off the benefits of joining your society e.g. free entry to x venue or discount at x shop.

Community

Gaining a sponsor can also help you gain standing in the community depending on the ways that you collaborate. You can help a local business expand, or bring new members to a pillar of the community. Remember you are there to enrich the communities experience with the Students' Union through your society.





C Things to Consider

1 Sponsorship is a two-way street

While it is important to think about what you will get out of a sponsorship, it is equally important to think about what you can do for your sponsors. You will rarely get money for nothing so make sure to give realistic obligations that you will honour.

2 Be Realistic

Make sure that what you are promising sponsors you are able to uphold and honour till the end of your partnership. Consult your society members, some members might not be as willing to complete certain obligations. On the other hand, don't ask for the moon from your sponsors, they may be limited too.

3 Seek Common Goals

A sponsorship is a partnership think how you can help each other and mutually benefit. What types of companies will you approach and how you can each offer something genuine?

Are you a sports society? Look into equipment providers. Are you an art society? Look into local galleries. Are you a religious society? Reach out to local churches.

4 Time Restraints

Some of you will only be in your position for a year so do not start making long term promises. Make short term achievable promise that will see results. the following committee can decide if they want to continue the agreement or change.

“

The main difference between a sponsorship and donation is that with sponsorships, you may be asked to promote the organisation, use their branding, etc
- Society Handbook

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What You can do for Sponsors



You are a unique and valuable resource to the sponsors. Don't undervalue your society!

1 Advertising

Add logos to clothing, post on social media, or send out a society wide email. These are all ways you can make use of the large demographic you have access to.

2 Attendance

As a society you're a massive group of potential customers. You can attend specific events, bring new customers or host socials there. All will help make the company money.

3 Projects

Many of you are very talented and have a unique set of skills. You could offer your work or advice in return for sponsorships. You could draw their logo, produce a play, make a radio segment, the list goes on.

BE CREATIVE

4 Fundraising

Some sponsors may want your help and connections to promote their fundraising projects. This could be for the sponsors themselves or charities/cause the sponsors are raising for



What Sponsor can do for You

The main way sponsors tend to help societies is through funding in return for previously agreed stipulations. However, there is many ways a company can help you succeed that may be more valuable then just money.

Carefully consider the type of company you want as a sponsor and what they realistically can provide.



Funding

This must go into the society account and not a personal one. 20% VAT applies to sponsorship income, which means the society will not receive the full amount agreed. For example if you agree £100, the society will receive £80. $0.8 \times \text{Sponsorship amount} = \text{amount in account}$

Facilities

Sponsors may have a venue that you could use free of charge or have a set frequent booking with. This may be extremely useful if you need a space each week for practice or rehearsals. E.g. Dance studio, theatre, gym.

Discounts

They could entice you with a discount on their product, events or to use their services. Think carefully about where you make benefit best. Having a discount to a venue you use regularly as a society could be an effective draw to new members.

Equipment

Sponsors may provide you with new equipment or use of their own to help you run as a society or club. This would be especially useful if you are a sports club in search of new equipment.



✔ DO Have Fun

Gaining any sponsors (monetary or not) can be very rewarding. You will often work or be interested in the same field, so don't be scared to have fun. Showing you have worked and maintained a relationship with a company can look great on your CV.

✔ DO Plan Early

Start thinking about sponsors as soon as possible! Getting them locked in for the beginning of the academic year can be a great benefit to recruiting new memberships and making the most out of the sponsorship. If you have not done it yet don't worry, but no time like the present!

✔ DO Negotiate

You are an asset to the Sponsors as well as them helping you. Don't be scared to negotiate if you think you are worth more. You might know more about what you can offer than they do. Go prepared with membership data, sales stats, and new ideas.

✔ DO Contact the Students' Union

If you need help in anyway contact SUCommunities@city.ac.uk or book in a development meeting and we can help you best prepare for your sponsors. We have a varied team with a lot of experience



✘ **DON'T Forget Tax**

20% VAT applies to all sponsorship income, so the society will not receive the full amount initially agreed. So if you are getting sponsorship for a specific purpose, remind your Finance Officer about the 20% VAT. For example if you agree £100, the society will receive £80. $0.8 \times \text{Sponsorship amount} = \text{amount in account}$

✘ **DON'T Accept Cash**

All money must go directly through the Student Group Finance system as a sales invoice. Where our Finance team will put the money directly into the society account for you to use

✘ **DON'T Sign Your Contracts**

Send your contracts directly to the SUCommunities@city.ac.uk inbox where we will review and sign the contract for you. This is so you are not liable and we can make sure you are getting a fair deal.

✘ **DON'T Exaggerate**

Make sure you give realistic standards for what you can deliver. Think about your standard number of members and their participation in activities. If you do not deliver on your end the sponsor may not provide the agreed benefits, depending on the contract.



DON'Ts 



Step by Step

Step	Description
Identify	Research the different kind of sponsors you would like and who would be a good fit. Remember the student population is a large marketing demographic so don't limit yourselves.
Plan Skip here if the company approached you	Think about what you can offer these companies and prepare your proposal. Contact us if you need help or advice on the best approach. Be personable and professional.
Approach	Send your email, have a phone call or a face to face person. Bring your proposal but be open to changing to their needs. Not every sponsorship will work out, keep trying.
Negotiate	You do not have to agree with their fist offer if you do not like it. Try compromising to find a good fit for both. You are an asset to them too!
Contract	DO NOT sign any contracts send them straight to SUCommunities@city.ac.uk and we will sign it on you behalf. This is to stop you from being liable.
Structure	Plan out your events, project or marketing structure to involve the sponsorships. Do not just take their money and forget about them. Think how you can draw in new members with this new sponsor.
Update	Keep the Sponsors and the SU up-to-date with your activities. This will help build connections for the future.
Renew?	Sponsors, new committee members and, old committee members should meet at the end of the year to discuss how the sponsorship went and if both parties wish to continue.