

SOCIETIES

**by your students'
union**

Society Sponsorship Guide



Sponsorship Guide

For societies and clubs

This document has been made to help societies/clubs understand, gain, and maintain sponsorships for their society or club. This guide will go through:

- **Why have a sponsor**
- **Things to consider**
- **What sponsors can do for you**
- **What you can do for sponsors**
- **DOs and DON'Ts**
- **Step-by-step guide**

Why have a sponsor?

Sponsors and sponsorships are a good way to connect with the community while receiving benefits for your club or society. Sponsors can a multitude of benefits including money, discounts, advertising, clothing, or a venue.

Many sponsors are advertising directly to students already so having contact with societies or clubs can prove very beneficial for them. Remember you can be asset to the sponsor so think what you bring to the table

Things to consider

Below are some things to consider when you are thinking about getting sponsorships:

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 if not more so 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 companies you are able to uphold and honour till the end of your partnership. Think about everyone in the society, 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 form of partnership think how you can help each other and mutually benefit. Think about the types of companies you approach and how you can each offer something genuine. Are you a sports club? 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

Most 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. You will be able to access the sponsorship at the end of the academic year and decide if you wish to continue or not.

What sponsors can do for you

There is a variety of benefits that sponsors are able to offer societies and clubs depending on their business. Think carefully about who you want as a sponsor and what you want from the arrangement.

- **Payment** - To keep it simple sponsors could provide you with financial funds to the Students' Union bank account for you do to as you wish.
- **Discounts** - They could entice you with a discount on their product, to their 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.
- **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.
- **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.

What you can do for sponsors

Sponsorship is not only about what benefits societies and clubs can get from sponsors it is also about what you can offer them. You have access to a large student population; university resources and immense skill and talent think about what benefits you as a club/society could be.

- **Advertising** - this could be on your cloths, social media or products. Having access to such a large student demographic means you can advertise to a massive group of potential customers.
- **Fundraising** - as a society you could help fundraise for your sponsor or help and fundraising events. This could be for the sponsors themselves of charities/cause the sponsors are raising for.

- **Attending venue/events** - Sometime just attending their venue and events is enough. You promising to bring regular revenue and new faces to their place of business is a great way for them to make profits.
- **Work on projects** - Many of you are very talent and have a unique set of skill that would be hard to find elsewhere. You could offer your work or advice in return for sponsorships. You could do lighting for an event, draw their logo, produce a play, produce a radio segment/podcast, the list goes on BE CREATIVE.

Dos and DON'Ts

- **DO** have fun – gaining any sponsors (monetary or not) can be very rewarding. Showing you have worked and maintained a relationship with a company can look great on your CV.
- **DON'T** accept cash from your sponsor – all money must go directly through the Students' Union's finance team and will go straight into your society account.
- **Do** start early – start thinking about sponsors as soon as possible, get them locked in for the beginning of the academic year so you both get the most out of the arrangement.
- **DON'T** lie – be honest with your sponsors about what they can expect from you and your society. You might not be able to hold up your end of the contact and they may not give you the agreed benefits.
- **DON'T** use pizza companies – the Students' Union already have an exclusive long-term arrangement with Dominos' pizza and so any arrangement with a society/club with another pizza company will contradict this.
- **DO** consult the Students' Union – if you need help in anyway email students.involvement@solent.ac.uk for advice on sponsorships, contracts, bargaining or anything else

Step by step guide

1. **The first step is to identify potential sponsors.** Think about what you want in a sponsor; what attribute would be useful to your society/club? Think about reliable local companies or even larger companies that may have an interest in your activities, remember the student population is a large marketing demographic for many companies. If you are unsure about potential sponsors, please contact us first – students.union@solent.ac.uk
2. **Start thinking about what you can offer companies** and prepare your proposal. Send the companies an email or better yet meet them in person and propose to them a partnership. Make sure that this is a Students' Union approved company for you to work with.

3. **Create a contact that clearly lays out the expectations of each party.** The Students' Union can help you with this to ensure that it is fair and valid. Ensure that the contract lasts no longer than a year.
4. **Get the contact signed!** Once all parties have agreed to the terms in the contract **make sure that it is signed by 2 committee members, a representative of the company, and the activities coordinator alongside a risk assessment.** If there is no signed and dated contract, then the Students' Union are unable to help you if anything goes wrong with this agreement.
5. **Ensure that the contract is sent to the Membership team** so that it can be stored and recorder in the Students' Union – students.union@solent.ac.uk. If payment is being taken this will need to go through the Students' Union's finance team - su.finance@solent.ac.uk.
6. **Make sure to keep your sponsor up to date** with what you are doing and keep in contact with them. Do not just sign the deal, take their money and never talk to them again. Sponsors are a great way to build connections with companies and the local community which may prove useful in the future.
7. **Meetings between the sponsors should take place regularly**, with a final meeting at the end of the academic year with all parties involved to discuss how the sponsorship agreement went.