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**SPONSORSHIP GUIDE**

**For societies**

**Introduction**

This guide has been produced to help committees who are looking to secure sponsorship for their respective societies. The premise for this guide is to help you gain sponsorship by suggesting a process which you should go through, reminding you of the responsibilities this entails, and ultimately protecting your student group.

Within this guide are a few notes about sponsorship, the questions you should consider when approaching a potential sponsor and establishing an agreement. Also included are some suggested methods of sponsorship and also a step by step guide through the process you should undertake to make your sponsorship agreement official.

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

1. **Sponsorship Letter template** Page 6
2. **Sponsorship Proposal form** Page 7
3. **Sponsorship Contract form** Pages 8-10
4. **Income Request Form** Page 11

The Income Request **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 to the relevant staff contact email and/or :

[su-societies@qmul.ac.uk](mailto:su-societies@qmul.ac.uk)

**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. Also sponsors are demanding a lot more to part with their cash, so don’t expect to get something for little or even nothing!

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’ Unions reputation, which will in turn effect the chances of gaining future sponsorship.

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, it can be risky to commit to lengthy sponsorship agreements, as in the future they may not seem such a good deal. Our advice would be to seek agreements on a yearly basis, as 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 club or 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. 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 club/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 all of your society 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 club/society events, having sponsors attend your events, 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 or 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.

1. **Aiding with Promotions**

Enthusiastic, motivated and vibrant people like you can be great ambassadors for businesses or companies. If your club/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 and either the relevant staff member depending on your student group.

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 fresher’s 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 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 club or 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 club or 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**

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 relevant staff member. 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 club or 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 the relevant staff member, as this will mean that the Union recognises your agreement. They will usually scan it in and email it to you, and then you need get the agreement signed by the sponsor. Once you have this, scan it in and email the final sponsorship agreement with both 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**

Fill this in this form which can be found in this pack, and on the website. We need this completed form and the signed agreement, once we have these finance will invoice 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] and yellow font* for your own more relevant details.

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. If you want to use your own you may, either way it will need to be approved the Students’ Union

1. **Income Request Form**

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



Queen Mary, University of London Students’ Union

Students’ Union Hub, 329 Mile End Road, London, E1 4NT

tel: 020 7882 8030

web: www.qmsu.org

*[INSERT DATE]*

*[SPONSOR NAME]*

*[SPONSOR ADDRESS]*

*[SPONSOR ADDRESS]*

*[SPONSOR ADDRESS]*

*[SPONSOR ADDRESS]*

**RE: SPONSORSHIP OPPORTUNITY– *[INSERT CLUB/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 Queen Mary, University of London Students’ Union *[YOUR CLUB OR 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 2013/14 academic year.

Attached to this letter is a brief document giving you a bit more information about *[YOUR CLUB OR 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 *[club/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,

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

*[INSERT CONTACT DETAILS]*

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**Sponsorship Proposal**

**Queen Mary, University of London Students’ Union** Students’ Union Hub, 329 Mile End Road, London, E1 4NT tel: 020 7882 8030 web: www.qmsu.org

*Before completing the proposal please ensure you have followed the procedures outlined in QMSU’s Sponsorship Guide*. *Fill in your club/society details where indicated in yellow. Remove the yellow fill and brackets. Example text has been provided, adapt / remove this. Delete this text once finished!*

**[The Game of Thrones Society]**

|  |  |
| --- | --- |
| **1** | **[Game of Thrones Society] Background** |
| The Queen Mary, University of London Students’ Union Game of Thrones Society was formed in 2010 by a group of students who were inspired by the series of the same name and books written by George RR Martin. The original aim of the society was simply to bring people together who loved the story and wanted to discuss it with others.  Since we were established we have grown in numbers and at the end of the last academic year we have over 70 members making us one of the largest Special Interest societies at University.  We now run two themed nights a year at the Student’s Union bar Drapers, several social trips and entered a team into the Get Active Leagues and Tournaments, run by the Students’ Union. We have also collaborated with other student groups, running joint events with the Games & Video Gaming Society and Fencing Club.  We hope to continue all of these activities again in the year ahead and plan to add some Raise and Give charity events to our events calendar. | |

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

|  |  |
| --- | --- |
| **3** | **[Your club/society] Aims for 2013/14** |
| Your aims and objectives. Anything relevant to the potential sponsor | |

|  |  |
| --- | --- |
| **4** | **What the [Your club/society] can do for you** |
| The benefits of them sponsoring you. | |

|  |  |
| --- | --- |
| **5** | **What you can do for the [Your club/society]** |
| 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 | |

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**Sponsorship Contract**

**Queen Mary, University of London Students’ Union** Students’ Union Hub, 329 Mile End Road, London, E1 4NT tel: 020 7882 8030 web: www.qmsu.org

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

As part of this agreement, “The Sponsor” has agreed to provide financial support to “The Beneficiary” subject to the terms and conditions laid out in this agreement.

|  |  |
| --- | --- |
| **1** | **The Beneficiary**  The beneficiary of this sponsorship agreement will be: |
| **Name of beneficiary** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **2** | **The Sponsor**  This contract is made between the beneficiary 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** |  | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **4** | **Sponsorship Fee**  The Sponsor has agreed to give The Beneficiary; | | |
| **Total Sum**  *inc VAT* | £ | | |
| **Paid over**  No. of instalments |  | **Sum of Each Instalment**  inc VAT |  |
| **Payment Dates** |  | | |
| **The Sponsor has agreed to support the Beneficiary through a form which does not constitute a direct payment. This support will take the following form** |  | | |

|  |  |
| --- | --- |
| **4** | **Responsibilities of the beneficiary**  As part of this agreement the beneficiary agrees to undertake the following services; |
|  |  |
| **Clauses** |  |

Important Details

* The Beneficiary acknowledges and confirms that, unless agreed, The Sponsor shall not be liable to The Beneficiary 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. Queen Mary, University of London Students’ Union (QMSU) 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 21 days of receipt of an official invoice. Cheques must be payable to ‘Queen Mary, University of London Students’ Union.
* All monies must be paid directly to QMSU. QMSU will not accept responsibility for any payment given to Club or Society representatives
* Correspondence relating to this agreement should be via the Students’ Union and addressed to the relevant staff member.

|  |  |  |  |
| --- | --- | --- | --- |
| **5** | **Signature of Participants** | | |
| **Signature on behalf of Sponsor** |  | **Signature on behalf of QMSU** |  |
| **Name** |  | **Name** |  |
| **Position** |  | **Position** |  |
| **Date** |  | **Date** |  |



**Student Groups**

**Income Request Form**

**Money coming into your student group**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** |  | **Student Group**  *Which club, society etc..* |  |

**Your details**

|  |  |
| --- | --- |
| **Name** |  |
| **Email address:** |  |
| **Mobile Number:** |  |

**Customer Details**

|  |  |  |  |
| --- | --- | --- | --- |
| **Organisation Name** |  | | |
| **Contact Name** |  | | |
| **Contact Telephone** |  | **Contact Email** |  |
| **Address** |  | | |

**Invoice Details**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Amount to be charged** |  | | | |
| **Is the amount inclusive of VAT** | **YES:** |  | **NO:** |  |
| **Invoice Details**  *Include an order / reference number from customer*  ***REMEMBER – Attach all relevant documents / signed contracts*** |  | | | |

**Authorising Signatures**

|  |  |
| --- | --- |
| **Student Group** |  |
| **QMSU** |  |

**DO NOT FILL IN THIS SECTION: For Student’s Union office use only**

|  |  |
| --- | --- |
| **Account Code**  *To be credited* |  |
| **Cost Centre**  *To be credited* |  |