Sponsorship

The Students’ Union receives a block grant from the University and funding is always limited; therefore we always encourage Societies to seek external funding or sponsorship. The following information is designed to help you with this.

**What could we ask for?**

* Companies may be willing to donate money towards an event in return for their name or logo on the publicity.
* Companies may be willing to supply you with equipment at a reduced rate if you can promote that company as your preferred supplier.
* Companies may be willing to give you prizes and freebies that you could use at the Freshers’ Fair or at fundraising events.
* Companies may be willing to give your members a discount on their products if you can guarantee that the whole Society will use that company.

**How do we ask for sponsorship?**

* Write a letter which is short, simple and to the point.
* Don’t just send your letter to random companies; target companies who would be interested in sponsoring the activities you do.
* Research the company so you can point out why they would benefit from sponsoring you.
* Research who to send your letter to; don’t just put sir/madam. Ring the company and find out who is responsible for sponsorship.
* Sell the club/society to them; be proud of what you do and shout about your achievements.
* Be realistic about how much you ask from them, a company will not give you thousands of pounds just to put their logo on your posters.
* Include exactly what you want and why.
* Be explicit about the way in which they can help.
* Explain why they should be interested and point out the **benefits to them**.
* Explain how their support would benefit the Society.
* Explain exactly what they will get for their support.
* Tell them if they will be your only sponsor; exclusivity would appeal to a company and could bring in more sponsorship.
* Explain how you will be able to prove to the company that their input has been successful.
* Outline the duration of sponsorship.
* Ask them to either reply to your letter or arrange a meeting.

**What do we do once they have agreed to sponsor us?**

* Make sure you have the arrangement in writing.
* Produce a contract which outlines your obligations and the company obligations o A start and end date. o Cancellation and termination arrangements.

o A renewal option for the next year.

* Some companies will already have these for you to sign, but make sure you read the small print first.

* **DO NOT SIGN ANYTHING until the Students’ Union has checked over the details otherwise you may find yourself in a very binding contract or in legal difficulty, not to mention in the middle of a disciplinary.**