Contents

Introduction to Sponsorship 3
What can a sponsor help with? 4
Types of companies that are a fit for your club or society 5
Targeting matrix for student groups 6
Types of companies not to approach 7
How to target a potential sponsor 8
Sponsor feedback and signing off 9
Tips and things to consider 10
Appendix - Templates 11
Introduction to Sponsorship

Sponsorship is an opportunity for your society or club committee to gain financial support or receive subsidised equipment or activities that you would like to have or do.

This guide has been produced for newly ratified Brighton Students’ Union societies, media and sports club committees and assist you when looking for potential sponsors. This document covers certain responsibilities and advice on what you can do and not do to ensure you support your student group during your term.

This guide will include some guidelines on which companies and how to contact a potential sponsor and will include a sponsors matrix to help suggest types of companies plus what types of channels to offer when targeting a potential sponsor. It will also cover what you need to deliver as evidence for your sponsor and keeping up a good relationship.

This guide encompass several templates and ideas of how a sponsorship agreement should entail and examples and samples of initial communications to prospective companies.
What can a sponsor help with?

1. **Extra cash for your society or club**

   Asking for money in return for advertising their product or business is the most common form of sponsorship. This can be done as a bulk amount that is paid to your society or the BSU bank account, or can be done as a referral scheme to your members and you are paid weekly / monthly depending on how many people sign up.

2. **Funding your equipment or kit that you need**

   Sponsors can help you with purchasing equipment, branded clothing or kit for your society or club. Some companies will request that their logo is displayed on certain garments.

3. **Discounts at suppliers**

   Purchasing equipment or kit from a supplier on the high street or online or running an event at a certain venue with your members, then there is an opportunity to ask for a discount from the venue or the shop.

4. **Offer venue or cheap tickets**

   If your society or club has specific equipment or facility needs that cannot be met by the students’ union or university, then requesting use of a suitable venue at certain times of the year is an option too. eg. asking a venue to lower their hire rates of venue or ticket price in return for advertising their venue.
Finding a fit

• Have a meeting with your committee and discuss types of companies or brands that would complement working with your society or club and how the relationship may work with your members.
• In Brighton, there are several charities, independent and Sussex based organisations that may entertain working with your club or society from a volunteering and brand manager perspective.
• If you are an academic society, then do consider graduate recruiters would be keen to target your group so make sure you attend the Careers Fair in September / October to target them.
• Talk to the University Careers office and find out which local / national companies work with them and if there is a possible match as a sponsor.
• Societies that have weekly meet ups and come together to play / solve / put on a production (Chess / Gaming / Theatre) may work well working with Research companies.
• Many local independent shops, bars, nightclubs and other organisations can be targeted face to face after sending out an initial contact via phone or email. Do take a sample agreement and an overview of what your society represents and what they do.
• Do talk to the Careers office if you’d like to target brand ambassador for national companies too as they can help certain groups too.
• Be persistent when trying to get through to the main marketing person in charge of a brand that works well with your society or club.
• If you are targeting worldwide or multi-national companies then make sure you have done your homework and offer a comprehensive package to entice them. This agreement will need to cover a range of channels that will help drive awareness on top of what the Brand manager is already conducting on campuses. Look at what they already do and how your society and club can work with them.

For any advice or help putting these a proposal or package together for a large company of event then please contact.

Aaron Salins | Sales and Contracts Manager at BSU
Email | a.salins@brighton.ac.uk
Targeting Matrix

The below matrix is to help a range of student groups that may wish to engage with a potential sponsor.

The matrix allows the type of student group to look at the 12 types of business categories that may entertain sponsoring a society or sports club. There is specific organisations under each heading to give a better idea of the type of company and a traffic light key that helps student groups with businesses to target.

<table>
<thead>
<tr>
<th>Types of potential sponsors / advertisers</th>
<th>Local</th>
<th>National</th>
<th>Large Brand</th>
<th>Graduate Recruitment</th>
<th>Not for profit</th>
<th>Uni &amp; Colleges depots</th>
<th>Nightclubs</th>
<th>Bar Chairs</th>
<th>Clothing Shops</th>
<th>Shops and Sports</th>
<th>Restaurants / Food Shops</th>
<th>Media and Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>User / Subway / NMRK</td>
<td>Burger / Subway</td>
<td>Large / UK医疗机构</td>
<td>EBR</td>
<td>Airport / Mall</td>
<td>Garments / Apparel</td>
<td>Fridge / Takeaway</td>
<td>New / Pubs</td>
<td>Vintage / 2nd hand</td>
<td>Body Music / STV</td>
<td>Cinema / KD</td>
<td>Radio / KTN</td>
<td></td>
</tr>
<tr>
<td>Banks / Cinemas</td>
<td>Fly / Supermarket</td>
<td>Lyca / EE Telecoms</td>
<td>E &amp; Y Open Market</td>
<td>Revs / Yates</td>
<td>Revs / Lola Lo</td>
<td>Outdoor / Outdoors</td>
<td>Local Shops</td>
<td>Flow / Lime / Brighton / Oxford</td>
<td>Virgin / Redbull</td>
<td>Present / Casual</td>
<td>What’s on / Absolute</td>
<td></td>
</tr>
<tr>
<td>Club / Society Type</td>
<td>Newsletters / Dom &amp; Gen</td>
<td>Newspapers / Enterprise</td>
<td>Big Yellow Storage</td>
<td>Inclusion</td>
<td>Southern Water / Large Charities</td>
<td>BMM / BMM</td>
<td>Bikes / Patterns</td>
<td>Westminster</td>
<td>The Open Market</td>
<td>BFU / DB / Cassart</td>
<td>Wagamama /</td>
<td></td>
</tr>
</tbody>
</table>

Types of Sports teams
- Elite Sports teams:  
- BUCS league Teams:  
- All other Sports teams:  

Types of Societies
- Leisure Societies:  
- Politics Societies:  
- Academic Societies:  
- Arts Societies:  
- Charity Societies:  
- Culture Societies:  
- Faith Societies:  
- Student Corps:  

Student Media
- The Source:  
- Brighton TV:  
- Buzz Radio:  

**KEY:**
- Worth targeting
- Possible
- Doubtful
Companies and organisations not to approach

Brighton Students’ Union are happy for our societies, media and sports clubs to obtain sponsorship and advertising independently, however it is advisable to talk to our Sales and Contracts Manager at Brighton Students’ Union and send on drafts before they are signed off. The agreements must stipulate the types of advertising and how it will promote events, socials and activities, even though they may take place in venues other than Brighton Students’ Union.

Brighton Students' Union do not permit working with specific organisations, as listed below:

- Cosmetic surgery or sun tanning
- Gentlemans Clubs
- Betting or Gambling websites or shops
- Money Lenders / Pay day lenders
- Housing / Rental agencies / private landlords
- Tobacco or e-cigarettes company websites or shops selling these type of products
- Gyms / Sport Centres

Conflicting or a Competitor to Brighton Students’ Union partners and sponsors

Certain companies or organisations that provide direct competition with Brighton Students’ Union outlets and services as well as partners will only be permitted after consultation with the Sales and Contracts Manager

Our current exclusivity partners are Dominos Pizza, Citycabs (Brighton) and Endsleigh Insurance, Sussex Cars, Discount companies

PLEASE ENSURE THAT:

- Any advertising that the sponsor conducts does not have any false or misleading offers
- No content or images that sells alcohol, tobacco or e-cigarettes or glamourises excessive drinking
- Overtly sexual images must not be used

PLEASE NOTE: If your society does not abide by these regulations to safeguard our members then Brighton Students’ Union may with draw society funding or have another consequence
How to target a potential sponsor

So you should have a good idea of regarding types of businesses that are a possible fit for your with your society or sports club.

You can now plan a way of getting this over to the potential sponsor by drawing up a calendar of activities list as well as channels that you use to communicate with your members so they can be used as part of the offering.

Also, include past successful events, number of attendees, photos, screen grabs of emails and web pages and anything else that paints a better picture for the potential sponsor to understand why it is an unmissable opportunity for them.

There are three samples (Appendices page 11 - downloadables too) that can be used as templates to be adapted and sent to prospective companies. This includes a letter, email and phone call scenarios.

Prior to adapting the content on these, add more depth by reseraching and finding some of the following information to help build a more interesting pitch, this could include :

- Past successes. eg. number of new members at Freshers at the Amex
- Photos from a well run / received event
- All options that can be offered as part of the marketing digital and print package
- List types of things that you’d like in return from sponsorship or what you’d spend the money on so they know it is being used constructively
- Switch the way you approach different company sectors and try and tailor the content as much as possible according to who they are

Try and get to the right person to deal with your enquiry

If a large company, then ask if there is a Marketing Director – most often it is the person who controls the sponsorship budgets.
All smaller / local based companies should have a General Manager or CEO.

Make a note of them and add them to a database of useful contacts / suppliers for your society for the year.
Keeping a sponsor in the loop and signing off the agreement

Try and keep a record of all correspondence between yourself and a sponsor. This will help in the future to ensure there is a continual dialogue and both parties know what is happening throughout the year.

Please refer to the BSU Societies Sponsorship agreement template on the Society website pages. This template should be used as the basis for any sponsorship agreement entered into and once completed should be passed to VP Activities or the Societies co-ordinator to obtain BSU sign-off. The agreement can then be presented for signing by Society President, Sponsor and BSU management.

Once signed by all parties, a copy of the agreement should be sent to the Finance Team (BSUFinance@brighton.ac.uk) and invoices raised as necessary | Postal address : BSU Finance, Steam House, 7-8 Pelham Terrace, Lewes Road, Brighton BN2 4AF

Thank your sponsor after you have signed off the agreement and ensure they are in the know regarding all of your successes over the year. Ensure you meet them after the Easter break so you can introduce them to your new committee and keep the relationship going if the new committee wants to continue

Make sure the client have kept their promise and not only paid in full but delivered on other areas if requested

For more downloads and help, please go to the Society pages that has a full Sponsorship Information booklet, contract agreement and sample templates that can be adapted for your use.

Ensure Finance raise the invoice / invoices on your behalf and it is requesting the correct amount of sponsorship revenues.

- Thank your sponsor after you have signed off the contract and call or e-mail them if possible
- Send them a formal email after each semester update of your society / club successes
- Ensure you invite your sponsor to come along to your events / balls and send them your marketing activity
- Be transparent on what you spent their money on
- Send them a digital and printable document outlining the activities that you have completed and agreed to in the agreement
- Keep them in the know regarding all of your successes over the year and give them a running brief report
- Ensure you meet them after the Easter break so you can introduce them to your new committee and keep the relationship going if the new committee wants to continue
- Make sure the client have kept their promise and not only paid in full but delivered on other areas if requested
Tips and things to consider

- When seeking sponsorship for your sport or society, you will be expected to honour the terms and conditions of your agreement in order for your sponsor to deliver on their part of the deal.
- Do ensure you give your sponsor evidence including email, photos and screen shots of campaign delivery.
- Keep your sponsorship agreement simple and only put down what you know your society can deliver on. Do not agree to something if you are not sure you can deliver your end of the partnership. Making hollow promises can harm your club or society as well as Brighton Students’ Union’s reputation. This can have a negative effect if any future committees want to gain sponsorship.
- A bond between a sponsor and your society / club is a partnership, so do think about the type of company that has similar aims, values and objectives to yourselves.
- Ensure that any signed agreement is kept as a paper and digital copy so these templates can be shown to future committees and be adapted in the future. Pass on a copy to BSU Finance so they can invoice the company in advance of any activity being done.
- Start looking for sponsors as soon as you have a committee that are happy to do this as it would be advantageous to have everything agreed over the summer in preparation for Freshers’ events.
- Make sure you target the right business as it will save time in the long run and will be a more fruitful partnership for both parties.
- If your society is looking for a graduate recruitment company, then offer training sessions where members of the company can come in and meet students face-to-face.
- If a company is more about promotion of their brand, then consider their logo on personalised leisurewear and see if they can cover the costs for all clothing for your committee.
- Companies will be expecting to see what they get in return for their money. Show how your society will them give a unique point of interaction with your members.
- Think outside the box to get them interested especially if your society does unique things that work well with a type of company.
- When contacting a sponsor, keep a letter or email brief and snappy. Bullet points regarding activity is suffice.
- Sponsors aren’t always about money, don’t forget a right sponsor can assist with many types of support such as running a training day or offering other goods and services that can benefit your society or club.
- Be confident when talking to potential sponsors as they need your members just as much as you need them so don’t under sell your club or society!
Appendix - (Sample letter, email and phone call)

EXAMPLE : Letter
Dear [name, address and contact details]

I am the [Committee position stated] with the ……………… society / club at the University of Brighton Students Union.

The ……………… society / club offers numerous ways to target students at the University of Brighton during the semesters including Freshers’ events at the Amex Stadium to drive memberships.

This package that we can offer is for 9 months so your business can receive constant exposure especially at key times of the year such as Freshers’ 2017. [package below is an example]

• Clothing - Your logo on all of our personalised Tshirts and Hooded tops – seen by up to 22,000 students during socials and daytime activities as well as our own events and Freshers events.

• Posters and flyers – Your logo on all posters and A6 flyers used to promote the Society meet ups / socials / Ball. These posters and flyers will be displayed for a two week campaign across our campuses 3 times over the year.

• Plasma screens in bars - Your logo on all landscape plasma screen adverts used to promote the society. This will be displayed in the Students’ Union high footfall bars called The Hive and The Starting Gate building that has thousands of students through the doors every day.

• Website - Your logo on our society section of Brighton Students’ Union website and a link through to your company website to drive student traffic to your site. Brighton Students’ Union website receives an average of 30,000 pageviews every month.

• Email – Your logo and brand message to be part of every email sent to members bi-weekly.

• Media Stall – Your promotional stall can be positioned inside the main entrance to our Event / Ball and in addition, your logo will appear at each table plan too.

This is an unmissable opportunity to create an ongoing partnership with ……………… Society and [company name] and hope you see us as an ideal partner to work with for the forthcoming year.

If you are interested and you would like to discuss this opportunity in more detail, then please email me at …………………………… for more information.

I look forward to speaking to you soon.

Best wishes,

[Your name, address and contact details]

EXAMPLE : Email – Attach a BSU letter / marketing plan that outlines examples of what they will receive as a sponsor

Subject: Target students that are important to you

Dear [name, address and contact details]

I am the [Committee position stated] with the ……………… society / club at the University of Brighton Students Union.

I am contacting you with regards to sponsorship of our society / club. I have attached a breakdown of what elements can form part of an agreement including an end of year stall at our annual Ball which is our signature highlight event of the year that has over 250 students attending.

If you are interested then please look at the attached marketing plan and get back to me if you’d like any more information.

I look forward to hearing from you and will be in contact soon.

Regards,

[Your name, position and contact details]

Letter template

Email template

Phone call

All of these templates can be downloaded as word documents from the toolkit society pages - brightonsu.com/societies

For more information about sponsorships then please contact Aaron Salins | a.salins@brighton.ac.uk