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# SPONSORSHIP GUIDE 2018/19

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## Introduction

This is a quick guide for sports clubs and societies on how to write a proposal for sponsorship, how you and your sponsor can benefit each other, plus some rules to follow to make sure each party honours their agreement.

## How do I write a proposal?

The core of your proposal should revolve around two things.....

1. What the sponsor can do for your club or society? and
2. What you can do for the sponsor?

## How you benefit from the sponsor?

Consider what the sponsorship is for. Potential sponsors will be keen to know what you're going to do with their money or support, and how it's going to help your club or society achieve its goals. Have a goal or project in mind when deciding what the money may be for.

Potential ideas:

- Improving or purchasing equipment that is available for all members to use.
- Reducing the amount that your members have to spend, for example on clothing or publicity.
- Helping you achieve greater success through improved facilities and equipment.
- Offering more opportunities e.g. go on tour, take part in events.
- Giving you the chance to run your own event or tournament.

## How the sponsor benefits from you?

Demonstrate the benefits to the company of sponsoring your club or society. This will depend on the nature of your group and what aspect of it is being sponsored.

Some ideas might include:

- The company name and logo on all your society/team merchandise, clothing, and/or equipment. Note - we would always recommend that sponsors logos are on social wear rather than kit as socialware gets seen a lot more as it's worn off the pitch, plus it's cheaper to change if you change sponsor next year.
- A section on your web page or promotions on your social media.
- The company name and logo featured on all your emails / letters / publications / publicity material produced.
- Company banners at society events, games etc. Varsity in particular is a big attraction.
- The opportunity to run a presentation evening which all your members will attend.
- Helping the companies who have a particular product or service to introduce or promote, that applies to you as a specialist audience.

Remember to factor in what it costs you to offer your sponsorship. E.g. If you offer a logo on your clothing make sure the sponsorship covers the additional print costs. This could be anything from £2.50 - £5 per logo depending on design and print specification.

Think long-term. We know some clubs and societies are supported by pubs, in return for having socials there. This is fine (as long as the money goes into the Students' Union so we can officially allocate it to you account). However, if your club / society has 20 members who regularly go on a social and they each buy four drinks. If you are given £500 upfront in September for sponsorship of this kind but drinks cost an extra £1.50 compared to The Lounge then you're out of pocket after less than 5 socials. Do the maths and don't undervalue your custom!

## Make them want you!

Once you've determined what a sponsor will offer you and what you can offer a sponsor, you need to sell your proposal in return. The most significant ways you can do this are:

- **Be proud!** - Make sure you mention any successes that your club or society has had.
- **Be concise** - When writing to companies keep your writing succinct and focus on promoting the packages you can offer them.
- **Be engaging** - A nice personal touch is to add photos or publications, any examples of the benefits past sponsors have had are a bonus - make them jealous!
- **Be realistic** - To claim that a logo on your club/society hoodie will be seen by all Christ Church students is misleading.
- **Be honest** - Give information that will provide them an insight into your club / society's activities and the kind of exposure you are offering.
- **Be persuasive** - Push benefits rather than features. Facts and figures are of interest to a potential sponsor, but relating those features to a perceivable benefit for the sponsor is more important.

## Make them remember you

Sponsors love quirky and creative ideas that stand out, whether it be for new events, tours or awards named after their company. If your society or club is holding an event / awards dinner / tournament then invite a representative from your sponsor to give out a prize or say a few words about their company.

Let them know that this really matters to you - if you don't hear from them, follow up your proposal with a polite call or email to see how things are going.

Your proposal should be:

- **Short and sweet** - No more than two-sides long and the appropriate file size if you're emailing a document.
- **Easy on the eye** - It doesn't have to be professional, but it should be well presented. Images aren't a necessity but can be an easy way for them to understand, engage and identify with your club / society.
- **Innovative** - Think about what you can offer that no-one else can. If you can make your proposal stand out, then they'll be thinking what you can do for their brand.

## Who should I approach?

Approaching companies that have something in common with your club / society will give you a better chance of obtaining sponsorship. Think about the aspect of the business that will benefit most from involvement with your club / society. From there you want to try and get in touch with someone responsible for that aspect of the business.

Some ideas:

- Graduate recruiters like getting involved with students' unions as it puts them in contact with potential employees.
- Inside contacts within companies are often a good way to achieve sponsorship, so ask your members if they know anyone who may be willing to sponsor you.
- Local companies are often very interested in sponsoring students as it helps them to get their name to as many people as possible.
- A company who has been an active sponsor in the past should always be approached, if only to maintain a good working relationship that can be built on in the future.

You may find that some companies come back to you offering slightly less than what you asked for, or ask for something else in addition to what you've offered. Whether you take them up on these is up to you, just make sure that whatever you take on, you are still able to honour your proposal. You should also consider the possibility of offering smaller packages to multiple sponsors, but this may mean more legwork and cost involved to you, especially if you are offering all of them printed logos).

### **Who should I not approach?**

All sponsors should fit with Christ Church Students' Union values and ethical guidelines, i.e. no tobacco companies, bookmakers etc. The Union currently has two main sponsors (Club Chemistry and Leydon Lettings) that have been centrally agreed which directly support all clubs and societies. Because of these exclusive agreements clubs and societies are not permitted to seek sponsorships or associations with the following companies / outlets:

- Any lettings agency other than Leydon Lettings
- Student Republic or affiliates
- Canterbury Vibes, Stefan Server or affiliates to Canterbury Vibes
- Soap or affiliates
- Glitterbomb (see 4a) or affiliates
- City Sound Project or affiliates
- Shut Up and Dance (SUAD) / Christopher Lee or affiliates
- Low Down / George Bartlett or affiliates
- Night Garden / Lisandri Shpendi or affiliates
- Alberry's
- The Ballroom
- Citi Terrace
- The Cuban
- The Foundry
- The Pound
- The Loft
- The Venue

### **Contracts**

If you've managed to get yourself a sponsor, great! There are a few things you need to ensure before it's finalised. Some companies will provide you with a contract detailing the agreement, if so at least make sure of the following, (however it is preferential for you to create the contract for the agreement):

- Do the terms of the contract / agreements with the sponsor match that of the proposal?

- Does the contract require exclusivity? If you wish to have multiple sponsors for an event / activity make sure you have made the sponsor aware that there will be other sponsors.
- Will they provide promotional materials? Check whether or not the company will provide you with banners / flyers / posters for you to display or distribute, or whether you will have to produce them at your own expense.
- Is there a specified payment date? If not, it may make it harder to chase up payment.
- If they don't provide a contract, can I create one? See Appendix 2 for a template, but bear in mind that not all of the lines of the template contract agreement may apply to you agreement so edit it as appropriate.

Before you sign any agreement, ensure that the proposal, negotiations and agreement has been agreed by Adam Roche. The agreement must be then signed by you, the sponsor and Adam.

### **Keep your word!**

The aim is to secure a sponsor and make them want to renew their sponsorship the following year, this means it is of the utmost importance that you keep to the terms of your agreement and honour it as best you can. If not, the reputation of Team Christ Church as a whole will suffer.

Keep a full record in words and pictures of everything your group has done related to the sponsorship agreement. This way you can ensure that both you and your sponsor are happy with the arrangement.

Update your sponsor on how everything's going, this is a two-way relationship and communication is key. Email them photos of their sponsorship money in action and offer them invitations to events you are holding. They want to be a part of the process! The better a relationship you build with your sponsor the more likely it is they will continue sponsoring you in the future.

By going above and beyond what the sponsor expects and providing them with a detailed record of what their sponsorship has got them you have a much better chance of them renewing their sponsorship for another year. However, in the event that you are unable to carry out part of the agreement speak to your sponsor and see if you can arrange an alternative – the worst thing you can do is ignore the problem.

Once your contract has been signed by all parties, please ensure that it is sent to [teamchristchurch@ccsu.co.uk](mailto:teamchristchurch@ccsu.co.uk) so we can collect payment on your behalf and you can spend your hard earned cash. **Do not collect the money yourself**, either physically or in your personal bank account. This is against the Union's Financial Procedures and leaves you open to accusation and disciplinary action.

### **Finally, we are here to help!**

If you have any questions after reading this document please get in touch!

- Contact us via our new shared email address - [teamchristchurch@ccsu.co.uk](mailto:teamchristchurch@ccsu.co.uk)
- Call us on 01227 922817
- Stop by the office in Canterbury and say hi!

## Appendix 1 - Template Approach Letter

Dear [insert their name, if you have one],

My name is [insert] and I am the President of [insert club / soc name] at Canterbury Christ Church University. I'm writing to you today in regards to sponsorship, and the opportunities we have for the coming year.

Here is a little bit about us (example)

- Our 1<sup>st</sup> XI play in the Southern Premier league, travelling all over the South of the UK as far as Cardiff for league matches, and the potential to go further afield during our Cup competition.
- We won Team of the Year at our University's Sports federation dinner this year.
- We run termly charity events....

Sponsorship request (example)

- We are after financial aid to help with our upcoming season, our University fund is able to cover travel to games, pitch time and balls for training, however at the level we currently play at we require numerous training aids to help us continue to improve, as well as money towards our playing kit for the season. We need to raise £800 through sponsorship and any contribution would be so helpful.

What we can do for you (example)

- A Logo on the front or back of leisurewear.
- Endorsements across our social media platforms and in our match reports which are followed by a large body of students.
- Potential to be the sponsor of our Charity tournament, company banners around the pitch etc.

Thank you so much for having a look through this email and we would be really grateful of any help which you may be able to give us. I am contactable on this email address or on my mobile [insert] at any time to be able to speak about it further.

## Appendix 2 - Contract Template

# Sponsorship Agreement 2018/19

### Between:

[INSERT SPONSOR] whose Company Number is [INSERT] and whose registered office is at [INSERT ADDRESS].

### And

[INSERT CLUB / SOC]

### And

CHRIST CHURCH STUDENTS' UNION a Registered Company and charity with Company Number 7618194 and Charity Number 1142619 whose registered office is at St George's Centre, 41 St Georges Place, Canterbury, Kent, CT1 1UT

This agreement certifies that the above club / society and Sponsor and Christ Church Students' Union have all agreed to the terms below for the sponsorship of said club / society by said Sponsor for the period of one academic year commencing on 01/09/18 and will continue through to 31/07/2019.

### Terms & Conditions:

1. Both parties have read and will give due regard to the values and ethos of Christ Church Students' Union in all operations and activity.
2. 100% of the full balance must be paid in cleared funds prior to the commencement of any printed materials, events or activities.
3. All members of the club / society will behave in an appropriate manner as set out by the Code of Conduct.
4. Any publicity created with the use of the Sponsor's logo shall be produced in a timely fashion for approval by the sponsor, the sponsor will cooperate in a timely manner in approval of the use of its logo's use. All publicity will be designed, produced and paid for by the club / society, unless otherwise agreed
5. The Sponsor's logo must not be used by the club / society without the prior written permission, any designs produced by the club are subject to the Sponsor's approval.
6. The license given by the Sponsor to the club / society in relation to the use of its logo in publicity and marketing materials does not give the club / society any rights in relation to said logo.
7. Neither party shall be liable for damage or loss of profits, anticipated savings, goodwill, business or contracts or for any inconvenience, however caused, or any indirect or consequential loss or damage, however caused, arising out of or in connection with this agreement.
8. All sponsorship will be subject to VAT at the applicable rate.

9. All parties shall act in good faith in the operation of this agreement.
10. All parties shall use their best efforts to negotiate in good faith and settle amicably any dispute that may arise out of or relate to this Agreement or breach thereof. If any such dispute cannot be settled amicably through ordinary negotiations by appropriate representatives this agreement may be terminated by any party, subject to 6 months notice in writing.
11. Christ Church Students' Union operates a no refund policy for services deemed to be delivered and fulfilled.
12. The construction, validity and performance of this Agreement shall be governed in all respects by English law.

### **Payment**

- BACS Details: NatWest, Account Number: 91062888, Sort Code: 60-04-27
- All payments should be made payable to 'Christ Church Students' Union'
- No payments should be made to any club / society representative or Individual.

Signed on behalf of [INSERT CLUB / SOC NAME]  
[INSERT NAME AND POSITION]  
[INSERT EMAIL ADDRESS AND PHONE NUMBER]

Signed on behalf of Christ Church Students' Union  
Adam Roche, Opportunities Manager  
[adam.roach@ccsu.co.uk](mailto:adam.roach@ccsu.co.uk) 01227 922117

Signed on behalf of [INSERT SPONSOR COMPANY NAME]  
[INSERT SPONSOR'S CONTACT NAME AND POSITION]  
[INSERT EMAIL ADDRESS AND PHONE NUMBER]

Date: