
CHRIST CHURCH LIONS AND THE SOCIETIES COLLECTIVE SPONSORSHIP GUIDE 2024/25

Introduction And Why You Need Sponsorship

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

Firstly, you may be asking why you need a sponsor. A good sponsorship agreement benefits both parties, see below for how both parties can benefit.

How do 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 does the sponsor benefit 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 sponsor's logos are on social wear rather than kit as social wear 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, etc.
- 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 sponsorship money goes into the Students' Union so we can officially allocate it to your account). However, if your club or society has 20 members who regularly go on a social 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!

Steps To Sponsorship

To ensure you are safe contracts are safe we have some steps we need you to follow these steps to make sure all parties are protected. You can see those steps below;

STEP 1: Speak to Alex and Ryan about your sponsor's credentials

Your first step is to let The Union know which providers you have identified to sponsor you. The union will check the credentials of this company.

Not sure who you can use? See our advice [here](#);

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 that 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. 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, pornographic websites (yep, that has happened!). As a general rule, if in doubt then ask us.

STEP 2: Write a proposal.

Writing a proposal when you never have before can feel daunting. Please see our friendly guide on how to write one.

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?
2. What you can do for the sponsor?

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 about what you can do for their brand.

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 the Societies Guild or 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.

Step 3: Your proposal worked, now what? Contracts

You have managed to get yourself a sponsor? Great! The next step is to get a contract over to them.

Firstly you will need to send them our contract. [You can find that here.](#) The company will need to fill in the details required and sign it, your president will also need to sign this document.

PLEASE MAKE A COPY OF THIS DOCUMENT

Step 4: Upload to the portal for approval

Once you have the updated contact and terms you will need to add them to the Sponsorship Form.
[Which you can find here](#)

The contract is not signed off until Chi Lau, Head of Business Development signs. Once Chi has done this contract will be sent for documentation to the company and the club.

Step 5: Invoicing

Once approved and sent to the relevant parties for documentation. The finance team, if needed, will then invoice the company for the money owed when appropriate.

We will notify you once the money is in the account.

And it's as easy as that! However, if you have any questions please see our contact details below.

Finally, we are here to help!

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

- Sports Clubs: alex.cotter@ccsu.co.uk or ryan.penny@ccsu.co.uk
- Societies: jack.roberts@ccsu.co.uk or ryan.penny@ccsu.co.uk
- Call us on 01227 9494

We're excited to be representing you and championing your achievements over the coming year!

Yours,

Chi Lau,
Head of Business Development

Ryan Penny,
Opportunities and Events Management