

CUSU - Guide to Club & Society Sponsorship

As a club or society, sponsorship is a vital income for your fundraising budgets.

Negotiating a sponsorship deal is just the first part of the process. Maintaining the agreement and contract is where you need to ensure everything that has been agreed is written down and approved by both all parties.

To ensure you get the maximum value and secure the payments that are promised, it is important that the contracts and agreements are as descriptive as possible so both parties understand what they are committing to. This enables CUSU to support you should there be any discrepancies.

All sponsorship agreements will need to be approved by CUSU staff. These will only be approved if there is enough information about the agreements on the contract, and if it is deemed to be a realistic agreement that is beneficial to the Club or Society

SUMMARY

Ensure all details are correct. The contact should be the budget holder for the sponsor and all their details should be on official communication channels for the organisation.

Make sure dates of the sponsorship term are written down. If it is for an academy year, ensure dates are written down from the starting date of week 1 to the final date you will be able to commit to for this contract.

Eg: if your commitment is going to a venue for food as a group, put the end date as the final date you can commit to. If it is April, put it as April. Do not put later, such as August, if you know you can not commit to that time.

DESCRIPTION OF SPONSORSHIP

Be accurate on what you are expecting from the sponsorship deal.

If it is a financial agreement a payment plan must be put in place with dates that each payment must be made by. (eg: £600 = 3 x Payments of £200 (01/10/2017, 04/01/2017 & 02/04/2017)

This will enable CUSU finance to accurately issue invoices and then add late payments to the debtors list for collection.

Give a brief overview of what you will be doing for the sponsorship.

EG:

Financial Agreement

£600 for the duration, to be paid in 3 x instalments:

- £200 1/10/2017
- £200 4/1/2017

- £200 2/4/2017

For this we will hold 1 x event each term as outlined below, and commit to attending each Wednesday that we have a home BUCS fixture

CLUB / SOCIETY DESCRIPTION

Provide the following information:

Name of Club/Society

Number of Members

Core Activity (include all key activities eg: Training Monday Evening, Matches Wednesday afternoons, Socials Wednesday evenings, Fundraising events once per term)

SPONSOR DESCRIPTION

Include the core activity/business of the sponsor.

TERMS OF SPONSORSHIP

This will be where you need to be as descriptive as possible as to what you have agreed. This enables the sponsorship agreements to be reviewed, ensuring that you are able to commit to all aspects of the agreement and that the sponsor is providing an appropriate return.

TARGET AUDIENCE

Be accurate on who will be targeted in this agreement.

Is it exclusive for the Club / Society?

Will you only be targeting 50% of the Club / Society?

Will the Club / Society be targeting a wider audience?

If you don't expect everyone to attend everything be honest. It will strengthen your future negotiations if you are accurate

COSTS FOR SPONSOR

Input what you are expecting to receive from the sponsorship agreement. Make sure you include everything that you expect to receive. If it isn't written in the agreement you are unlikely to be able to challenge it, even if it is a discount option. Again, if it is financial you should include the payment dates.

BENEFITS OF SPONSORSHIP TO THE CLUB / SOCIETY

Again, be descriptive.

List everything you are going to receive.

Financials, free venue hire, discounts, free tickets, services, etc etc

BENEFITS OF SPONSORSHIP TO THE SPONSOR

Accurately describe what they will receive? Include dates, numbers and itemise your support.

Eg: Club / Society attend an event, help promote (this must not infringe on CUSU marketing policy), Link to sponsor on team webpage, Club / Society host event, Members agree to use exclusively, etc etc

When agreeing to the benefits to the sponsor, ensure you are realistic about supporting what they are asking for. Do not commit to something you do not feel is achievable, or that you do not feel is valuable.

Eg: Sponsor Logo on Club / Society clothing/kit – this is achievable, but realistically the sponsor would need to pay for an entire new kit for the year aswell as printing. It should be at a zero cost to the team and should also have a surplus to go into the group's fundraising account. Ensure it is a realistic cost.

DEVELOPMENT

How will you approach future opportunities? These should again be accurately described to manage expectations. It can even be *“the sponsor gets 1st opportunity to negotiate a new sponsorship agreement for following year, should this year prove mutually successful”* or *“we agree to investigate the feasibility of holding more events with you on a case by case sponsorship agreement, should the agreed events prove successful”*

GENERAL TERMS & CONDITIONS AND CLAUSES

If there any weeks you know you won't be able to fulfil a commitment let the sponsor know here. Repeat and reinforce any limitations you have already mentioned above.

Be as accurate as you can for clarification and to limit any false expectations.

MONITORING THE AGREEMENT

Make sure you arrange regular meetings and communications with sponsors. This will enable you to maintain expectations from both parties and it gives you an opportunity to discuss things should you feel that anything needs addressing.

Always follow up every meeting with a summary email to the sponsor for them to replay and agree to. This enables you to keep a written record of what was discussed and agreed.

TERMINATION CLAUSE

Ensure there is a fair clause in the contract for termination to suit both parties. As long as you are accurate in your descriptions in the above categories this clause should not need to be activated



Please ensure that both parties have read and understood and completed the contract following the guidelines above.

Signature from Club/society:	Position	Date
Print		
Signature of Sponsor	Position	Date
Print		