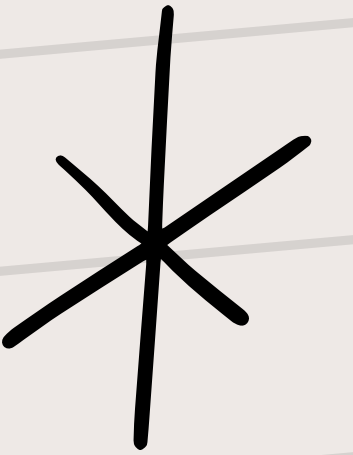


# Sponsorships

Building your offer package



# Why get a sponsor?

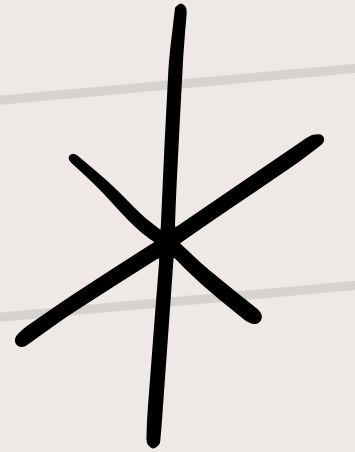


Simply, Sponsorships could enhance your experience as a Society.

There are a range of different types of sponsorship that range from monetary contributions to your activity, discounts and experiences, through to sponsors who could provide placements or work experience as sector specialists .



# Who can sponsor you?



**LOCAL  
BUSINESSES**



**NATIONAL  
ORGANISATIONS**



**FAMILY AND  
FRIENDS**



# Things to consider

**What do you want the sponsorship for?**

**Is this sponsorship inclusive for your members?**

**How much money/what goods, services, access do you need?**

**Is this sponsorship offering your members opportunities or benefits that link to the aims of your society?**

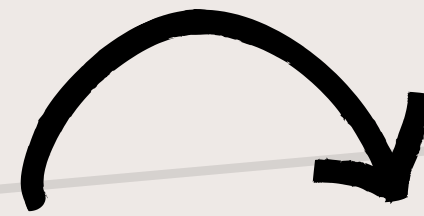
**Do you have any other sponsors already? You should be transparent about this with your sponsors if/when they ask.**

**Do you have a specific sponsor in mind?**

**How will money be spent/resources used?**



# Developing your offer package



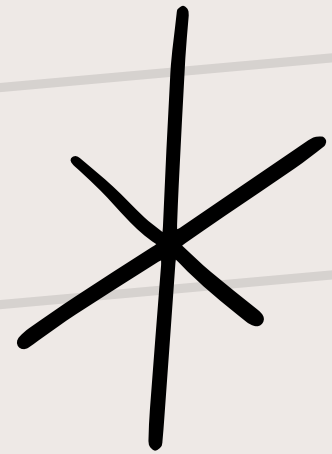
- Begin to plan out your offer package.
- Approaching a Sponsor with an offer can allow you to develop a bespoke sponsorship agreement with them.
- Remember, your offer must be something you can maintain and align with the rules and regulations of the Students' Union.



# Contacting Sponsors

- Now that you have put your sponsorship proposal together and thought about the specific things you want/are willing and able to offer in return, you are ready to negotiate with sponsors.
- You can approach sponsors in a variety of ways, but it can be important to keep a record of what correspondence you've had to make sure your agreement has been understood by both parties.





# Sponsorship


## Do's



- Follow up with your sponsor!
- Be bold with who you choose to approach
- Focus on sponsors that will give you unique offers

## Don'ts



- Give your sponsor any access to things
  - Don't offer student emails or personal details to an external group
  - Don't sign any agreements without seeking approval from the SU.
- 

# Agreements

- The SU must see a copy of the contract between you and your sponsor before anything is signed.
- If your sponsorship includes you receiving commission of any kind, it is your responsibility to organize this with the SU Finance team by raising an invoice request.
- This is available on the Committee Zone.





**Any  
questions?**

Thank you

