

Clubs & Societies Sponsorship Guide

Over the past few years, we've seen our clubs and societies flourish; we've got loads of active clubs and societies doing bigger and more ambitious things.

However, AUBSU doesn't have the budget to support all the different things you might want to do: trips, competitions, events and getting new equipment.

That means we need to look at alternative ways to fund these things. One of these ways is club/society sponsorship.

More & more companies and organisations are recognising the benefit of sponsoring student-groups. We want to help you tap into this resource so you don't have to limit yourselves!



Why would a company want to sponsor us?

Why wouldn't they? You can offer a lot to potential sponsors:

- Access to over 3000 students at AUB, that they can promote their organisation to
- The ability to reach a range of students at AUB, cutting through the advertising noise and having a student-led voice
- An opportunity to do some good and impact young creatives in a positive way. This will reflect well on their organisation too.
- Is there anything else you can offer? BUMF have students design adverts for sponsors that they feature in their print publication. Can you offer them any additional perks in return and work as partners?



First, we recommend you read our [AUBSU's Advertising Deals guide](#), aimed at companies interested in advertising with AUBSU. This will give you an idea of prices and what we can support you with offering.

How do we get sponsorship?

There are lots of ways to go about this so here are our suggestions:

Before you approach anyone think about...

- What sponsorship you want. Do you want your whole club/soc sponsored or just a specific event or activity?
- Not all sponsorship deals have to be for money. Could someone offer you storage, equipment or discounts for members?
- How much money do you need? Usually you'll want enough to break even for an event or at least able to offer a lower price for participants.
- Some different price options.:
E.g. if you sponsor us for (x) you will get (y) and the club/soc will benefit (z)
- Who do you want to sponsor you? Do they fit your ethos? You'll have more success with someone who relates to your club/soc or wants to target students.
- Your bottom line. What are you willing to give and where's your limit?

Approaching a potential sponsor

- Prepare - bring any relevant information with you and know what you want.
- Make your pitch personal and tailored to the company.
- It's best to go and speak to someone in person. Try going into your desired sponsors' building and talking to a manager.
- Failing that, send a targeted email. You can find a template email [here](#).

Did you know...

**40% of people surveyed by Campaignlive.co.uk in 2014 thought MasterCard sponsored the Brazil World Cup 2014 even though MasterCard hadn't been involved since 2006, after ending a 16 year agreement!
Only 30% correctly identified the new sponsor.**

This shows the how effective long-term sponsorship is - use this to get sponsors to commit to more than 1 year of sponsorship!

Once you've found a sponsor...

Making a deal

- Before you make a deal you need to check with AUBSU. Some sponsors might not be suitable or may have had a bad relationship with us in the past.

AUBSU can also advise on your deal and make sure you are getting a fair deal.

- Sell it well. Let them know the advantages of spending more on you. For example, more sponsorship = a cheaper event for students = more participants = more people reached for them.
- Once you've reached an arrangement, get it in writing. Use our [sponsorship agreement template](#) and get it signed. You don't want to get called out down the line for something that was miscommunicated!
- Consider all the details. How long will the sponsorship last? What specifically can you offer? Be clear and manage expectations. Don't say 'social media posts', say '2x Facebook posts, one in October and one in November'.
- Elect a member of your committee to be a sponsor-liason so that the sponsor has a clear point of contact. Give them these contact details.
- Tell AUBSU - we can arrange an invoice to the company so that any money goes direct to your account.

Following up

- Keep in touch with your sponsor. It's key to building a good relationship and could make the difference between continual sponsorship or withdrawal of sponsorship.
- Say thank you and celebrate successes! Let your sponsor know the impact that their sponsorship had over the year or after an event.
- If an event or a sponsorship partnership didn't work out, think about why and let them know. Communication is really important, especially if things didn't go to plan.
- At the end of the sponsorship contract, talk to your sponsor. Let them know if you want to build on the sponsorship and whether you're keen to extend it. Do you want more? Otherwise, thank them and let them know that your partnership has now ended.