

**Sponsorship**

Remember to talk to Team Hallam staff before approaching any new sponsor so they can check that you’re not competing with other sports clubs for sponsorship before you go ahead with contacting any companies.

Sheffield Hallam University complies with guidelines issued by the Charities Commission and the Institute of Fundraising. These guidelines are designed to give clubs some helpful information to achieve maximum benefit both financially and non-financially from organisations. Going through the process will ensure that clubs are making the most of sponsorship opportunities. Access to and use of staff support and advice in this area is available.

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| **Useful contacts**  Joel Kesterton 0114 225 3311 [j.kesterton@shu.ac.uk](mailto:j.kesterton@shu.ac.uk) Sports Manager  Ellen Holmes 0114 225 3312 [e.holmes@shu.ac.uk](mailto:e.holmes@shu.ac.uk) Club Support  What to remember when looking for sponsorship is:-  You must focus on the benefit for **BOTH** parties.  When putting a proposal together consider: -  What the sponsor can do for you  What you can do for the sponsor  **How you benefit from the sponsor:**  The first thing you must think about is what you want? Some companies may not be able to provide you with pure cash; they may be more willing to provide you with equipment, kit or drinks bottles etc. Think outside the box if it’s not pure cash in hand.  Outline what your club/society/group wants the sponsorship for, as potential sponsors will want to know where their money actually goes, and how it will help what they are supporting. For example:   Reduce the amount members spend on things such as clothing or publicity   Help fund opportunities for members to go on tour, events or just get involved   Improve/purchase equipment that is available for all members to use and train with and thus improve the chance for success and progression   The funding for a coach   Helps funding the running of an event/tournament  **How the sponsor benefits from you:**  Give the company a clear sight of the benefits they gain from sponsoring your club/team. This is dependent on what form of sponsorship you are after. For example:   The company name and/or logo on your equipment/own leisure wear   A section on your webpage or a link from your Facebook group   The company name and logo featured on your emails/letters/news publications and other material produced   Photos of your team/club includes the company logo and name at the bottom   Helping the companies who have a particular product or service introduce or promote that product or service across your club/society/group or to other student groups.  **Make them remember you, make them intrigued!**  When putting together your proposal, remember to:   Mention success’ of the club   Be concise, focus on the promoting and packages you can offer them   Be engaging. A nice personal touch is to add photos or publications, any examples of the benefits to past sponsors are a bonus   Don’t over exaggerate, be realistic.   Be persuasive. Push benefits rather than features. Facts and figures are of interest to a potential sponsor, but relating those features to a perceptible benefit for the sponsor is more important.   Let them know that this really matters to you - if you don't hear from them, follow up your proposal with a polite call to see how things are going.   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.  **What companies should you consider approaching?**  Contact companies that have something in common with your club as this will interest the company more. Think about what aspect of their business will benefit most from the involvement with your club and then get in contact with someone responsible for that area. When offering sponsorship proposals don’t feel constrained to companies with a certain field. Some ideas are:   Local companies – they are often interested in sponsoring students as it put their name out in the local community and a large number of students quickly.   A company who has previously been an active sponsor –approaching previous sponsors is a good way of maintaining positive working relationships and builds on old partnerships.   Graduate recruiters – they like getting involved with students as it puts them in contact with potential employees.  It may be the case that companies get back to you offering slightly less than what you asked for, or they may come back and ask for something else in addition to what you've offered. Whether to agree to this is up to you, but remember to really consider if you are able to uphold your end of the deal and whether you really are gaining anything of considerable worth to your club or team. You should also consider the possibility of offering smaller packages to multiple sponsors, though this may mean more work and more complicated deals.  **Contracts:**  Once securing a sponsor you need to finalise things officially. Some companies will provide you with a contract detailing the agreement and their terms, but it is preferable to use the Team Hallam sponsorship form. If in doubt, complete both but do make sure of the following:   Do the terms of the contract with the sponsor match that of the proposal?   Does the contract require exclusivity? This will be an issue if you’re potentially looking for multiple sponsors and is not advised.   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 specific payment date? If not, it may make it harder to chase up payment. It is better to get specific dates in the contract.   If they don’t provide a contract, you should fill out the Team Hallam sponsorship form and get the company to read and sign it. It is always important to have your agreement down on paper to ensure fewer disagreements and follow up from the deal at each end.  **DO NOT SIGN ANY CONTRACTS OR PAPER WORK WITHOUT FIRST SEEKING APPROVAL FROM Team Hallam.**  Remember to keep to your agreement. The aim is to secure a sponsor and make them want to renew their sponsorship year on year. This means it is important to stick to your terms of agreement not just for your club but because you represent the University and students as a whole.  Other things to consider when deciding the terms of the sponsorship:-   The use of the brand (sponsors) and the use of the University brand  **NB Logos cannot be displayed on Canterbury Leisure wear**   Who is going to do what, and when it is going to be done   How the relationship is going to be presented to the outside world, i.e. what is going to be said about the company and the club   The duration and clear terms of the relationship - one academic year only   To note: There should be **no** automatic two year deals or exclusivity deals   Data protection and other legal issues   Remember to consider how much it costs YOU to offer your sponsorship, for example, if you offer the logo on clothing or equipment, make sure in the deal that the sponsor covers the additional printing costs!   Please return all sponsorship forms to Team Hallam staff  Once your agreement is in place, remember to:-   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. E-mail 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.   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   Contact Team Hallam staff if you have an issue that cannot be resolved  NB:-Sheffield Hallam University is committed to representing all students and has active policies on equal opportunities, therefore, any advertising that could offend any section of the membership on the grounds of race, religion, gender or sexual orientation is not permitted. |  |  |
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