



Sponsorship & Fundraising

With Juan Carlos G.B.



Sponsorships



- What is a sponsor:
- An individual, organization, or business entity that provides financial or in-kind support to the club or society.
- This support is often given to help the club or society pursue its activities, achieve its goals, and enhance its overall functioning.
- Sponsors may contribute funds, resources, products, services, or expertise to the club or society in exchange for recognition, visibility, or a mutually beneficial relationship.

Why look for a sponsor.

Basically what is your objective.

SEARCHING FOR SUPPORT

This support is often given to help the club or society pursue its activities, achieve its goals, and enhance its overall functioning.

How can they help and why?



- Sponsors may contribute funds, resources, products, services, or expertise to the club or society in exchange for recognition, visibility, or a mutually beneficial relationship.
- Financial Support
- In-Kind Support
- Expertise
- Networking Opportunities
- Branding and Recognition
- Mutual Benefit

Interaction with a Sponsor



- In simple terms
- You have the relationship part
 - - Get offer
 - -Check it with us
- Examples

9. PROMOTION OF THE SPONSOR AND USE OF TRADEMARKS

Happy to promote us how you seem [fit](#)

8. DISPUTES

In the event of a dispute arising that the parties cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.

If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:

- a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 28 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately;
- b) If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 28 [days notice](#) of their intention to terminate.
- c) If either party goes into liquidation, is wound, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is

Template



- We highly encourage you to use this template.

Aston Students' Union
CLUB/SOCIETY SPONSORSHIP CONTRACT
ACADEMIC YEAR 2019/20

Aston Students' Union 8 Colehill Street, BIRMINGHAM B4 7ER
Tel: 0121 304 5026
Date of the Agreement: _____

This Sponsorship Agreement ("Agreement") is made between Aston Students' Union, ("Recipient") and _____ ("Sponsor"), and is effective from the stated date above.

This Agreement should be returned to Aston Student Activities, Aston Students' Union.

1. PARTIES TO THE AGREEMENT
This Agreement is between the Aston Students' Union and:

Name of Sponsor: _____
Organisation type: _____

2. THE BENEFICIARY CLUB/SOCIETY (an affiliated society within the Recipient)

Name and position of society representative(s): _____
One off event e.g. tournament: _____

3. THE AGREEMENT
The Sponsor agrees to provide financial support and/or services subject to the terms and conditions laid out in this Agreement.
The Agreement shall commence on _____ and continue until _____.

4. SPONSORSHIP FEE
The Sponsor shall pay the Recipient a sponsorship fee in the sum of £ _____ (plus VAT).
The Sponsor shall pay the Recipient the sponsorship fee in specified instalments by the agreed upon dates as follows:

Amount £	Date
_____	_____
_____	_____
_____	_____
_____	_____

Total Payment _____

An invoice for the Sponsorship Fee will be raised by our Aston Students' Union.

Is the Sponsorship Fee given for a particular purpose? YES/NO

The Sponsorship Fee is given for:

Equipment Travel Society Kit
 Society Clothing Tournament Other*

* Please give details _____

5. RECIPIENT'S RIGHTS

6. SPONSOR'S RIGHTS
Services the Recipient will provide in return for sponsorship:

7. DISPUTES
In the event of a dispute arising that the parties cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:

a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 28 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately.
b) If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 28 days notice of their intention to terminate.

c) If either party goes into liquidation, is wound, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 28 days written notice of their intention to terminate under the clause.

9. Additional terms

9.1 All goods must be ordered through Aston Students' Union.
9.2 Aston Students' Union will not be responsible/liable for any goods, or payment of goods, not ordered through the Students' Union.
9.3 All monies must be received within 30 days of receipt of an official invoice. Cheques must be payable to Aston Students' Union.
9.4 All monies must be paid directly to Aston Students' Union.
9.5 Aston Students' Union will not accept responsibility for any payment given directly to club or society representatives.
9.6 Correspondence must be via Aston Students' Union.

This Agreement represents the entire agreement between the parties in relation to the subject matter of this Agreement and supersedes any previous agreement, whether written or oral.

Aston Students' Union representative Name and signature _____
Sponsor representative Name and signature _____

Club/Society representative Name and signature _____
Sponsor representative Name and signature _____

Date _____ Date _____

- Filled in and send to us.
- REMEMBER. YOU DON'T SIGN IT.

IMPORTANT



- Keep this thought in mind
- What will the club or society do for them.
- What will the business do for the club or society.
- Examples: Social media, sports kit promotion... making sure everything is stated.

You may have forgotten. I'll remind you



DO NOT SIGN ANYTHING!

When is it the only occasion when you should sign a contract?

Sign-in contracts.



- We sign in your behalf
- There is a place in which to counter-sign.

- Example:

Aston Students' Union representative
Name and signature

Club/Society representative
Name and signature

Date

Sponsor representative
Name and signature

Details which should be clear.

Sponsor representative
Name and signature

Date

Details which should be clear.



- Specifically declare timing.

Example: What does “regularly” mean? What kind of measurement is regularly? It ends up changing on perception.

What does the SU do in the background?



- Richard Broome

Yep he does these things. Likes staring at your contracts.

Flags up EVERYTHING.

Process can take a month to be approved.

Once the contract is signed it is shown/send to the club or society and a copy is attached.

Finally the SU sends an invoice with finance to the company.

C&S's once the invoice is sent YOU'LL get the money. It'll be quicker than you expect.

Things go wrong

- Company does not pay.
- You do not fulfil the contract.



Sponsors to look out for.



- Accommodation:

Unite Students

Student Roost

- High profile business companies

- UK led organisations which reflect the club or society.

Examples: Medical association, law associations, partner charities.

Small businesses willing to collaborate.

Now what?



- It is down to you how active you are.
- Approach potential sponsors through e-mail, talk, give an elevator pitch, brochurers, tier sponsorship packages.
- Provide options of what you can offer with different levels of commitment.
- THE SU IS HERE FOR YOU, THE LOUNGE IS HERE FOR YOU.

Considerations



- Understand the effect of costs of living crisis.
- Prices have changed a lot and keep quickly changing.
- Therefore the same thing happens with the value of your potential services and contributions with potential sponsors.

- **KNOW YOUR WORTH, CONSIDER WHAT YOU TRULY ARE.**
- Is the sponsorship worth it? Are you wasting your time and resources when you could be raising money in more efficient ways yourself?

Fundraising



- You can fundraise by yourself.
- You need to be explicit about where the money is going for/to.
- Is it going for your Club or Society?
- For Charity?

Fundraising. Rules



- You have to fundraise for a UK registered charity.
- Let us know when you will be fundraising.
- You are allowed to fundraise for cash.
- Online you need to fundraise through a reputable medium.

- Raise and fundraise cash money has to be brought to the SU Activities.
- Bring it the minute you get it. Handing in late is NOT AN OPTION.
- It'll be held in a separate pot for future delivery.