## **gaining Sponsorship – Societies**

### Purpose

Every society can gain sponsorship.

A little work goes a long way. The below sections should be completed in order.

### Preparation

Firstly, write a document which outlines your club, which you can readily send to potential Sponsors:

* 1. Society Ethos
  2. What skills your members develop
  3. Number of members
  4. Recent developments
  5. Events/Competitions results
  6. Existing Sponsors
  7. Vision for the year
  8. Planned Trips
  9. Electronic Media Presence

### Gain Affiliation with National organisations (where relevant)

1. Gain affiliation with the National Society or Organisation<http://www.sportengland.org>
2. From there you will be put in touch with the area manager who can help identify funding opportunities.
3. National Organisations may have local partners in Birmingham; who are they and can they be approached?

### Gain Corporate Sponsors

1. What events will you be holding? Who sponsors those events? Send those same companies an Email and ask for club sponsorship. You will be surprised!
2. Who sponsors clubs on campus already? Approach the same sponsors
3. Who is interested in recruiting Aston Graduates/Placement Students (who do the careers service have good links with)
4. With corporate sponsors, look on the websites and search Google for the “Graduate Marketing Officer” of a particular company. Every firm who recruits graduates will have someone in this position and this is the contact who you should approach in the first instant.
5. Will you do any trips? Who will be interested in sponsoring it? A Student Holiday company can organize it for you and gain you sponsorships and affiliation with their various partners.
6. Look at other bigger/better societies from different Universities FB Pages and look who sponsors them and then send those same companies an email to ask if they would be interested in sponsoring a society at Aston.

### Other Sources/Tips

* 1. Present a professional online presence:
  2. Ask companies for a donation in return for having their logo on society merchandise/ online platforms.
  3. It all adds up!