

## **Sponsorship Guidelines:**

If your society decides that a sponsorship could really enhance your opportunities and experience, then The Students' Union can mentor your society through the process.

All sponsorships must be approved by the Student Communities and Development Team, who reserve the right to reject any sponsorship agreements that may be damaging to the society, the union and students involved.

We can help you to make sure that you are not agreeing to anything that will put you at a liability and to consider how appropriate a sponsorship may be for your society and your members – so make sure to contact us before you agree to anything! **DO NOT SIGN ANY CONTRACTS OR PAPERWORK WITHOUT FIRST SEEKING APPROVAL FROM THE STUDENTS' UNION.**

There are some steps to take before and after you have secured a sponsorship. Your main contact to support you will be the Student Groups Team.

Contact details: [activitiesadmin@shu.ac.uk](mailto:activitiesadmin@shu.ac.uk)

## **Our recommendations:**

### **Stage 1: Initial inquiries**

Get in contact with our team to discuss potential sponsors, whether the sponsor has approached you or you are thinking of approaching them, come chat to us so that we can give informed advice on the process, and what to look out for.

### **Some sponsorship types to consider:**

- Local Businesses that may offer goods, venue space, or employability opportunities,
- National Organisations that may offer employability opportunities or support,
- Academic groups that may offer sponsorship or affiliation opportunities,
- Bars /Pubs that may offer discounts,
- Family and friends with experience, businesses, or connections that could benefit your society.

## **Remember, not all sponsorships have to be about money!**

Consider the following questions:

- What do you want the sponsorship for?
- **Is this sponsorship inclusive for your members?**  
(Consider the fact that some members may not drink, some will commute, some will be parents and carers, some may have accessibility needs, and more)

- Is this sponsorship offering your members opportunities or benefits that link to the aims of your society?
- How much money/what goods, services, access do you need?
- How will money be spent/resources used?
- Do you have a specific sponsor in mind?
- Do you have any other sponsors already? You should be transparent about this with your sponsors if/when they ask.

**If part of your sponsorship agreement involves advertising for the brand/ company/ organisation that is sponsoring your society, there are some rules that you should be aware of around advertising.**

**As a society associated with and representing Sheffield Hallam Students' Union your society cannot advertise gambling, betting, casinos, pornography and sexual services, or tobacco. Advertisements must always be signalled as advertising. Advertisements for alcohol must not:**

- Claim or imply that alcohol can enhance confidence or popularity.
- Imply that drinking alcohol is a key component of the success of a personal relationship or social event. The consumption of alcohol may be portrayed as sociable or thirst-quenching.
- Imply that alcohol might be indispensable or take priority in life or that drinking alcohol can overcome boredom, loneliness, or other problems.
- Imply that alcohol has therapeutic qualities. Alcohol must not be portrayed as capable of changing mood, physical condition, or behaviour, or serving as a source of nourishment. Marketing communications must not imply that alcohol can enhance mental or physical capabilities; for example, by contributing to professional or sporting achievements.
- Link alcohol to illicit drugs.
- Feature alcohol being handled or served irresponsibly.

6.2.3 Drinking alcohol must not be portrayed as a challenge. Advertisements must neither show, imply, encourage nor refer to aggression or unruly, irresponsible, or anti-social behaviour nor link alcohol with brave, tough or daring people or behaviour.

6.2.4 Advertisements within the alcohol category must neither link alcohol with seduction, sexual activity or sexual success nor imply that alcohol can enhance attractiveness.

6.2.5 Advertisements that include a sales promotion featuring alcohol must not imply, condone, or encourage excessive consumption.

6.2.6 Advertisements must not link alcohol with activities or locations in which drinking would be unsafe, or unwise such as the use of potentially dangerous machinery or driving.

**If you are unsure about any advertisements or advertising material that a sponsor is requesting that you share, please speak to the Student Groups Team for further guidance.**

## **Stage 2: Sponsorship proposal**

Once you've discussed your sponsorship goals and ideas with the Student Groups Team, you can put together your sponsorship proposal. The Students' Union has created a Sponsorship Proposal Template which you can use. This template can be downloaded from the Committee Portal on our website.

To help put your sponsorship proposal together, the Students' Union has some proposal guidance which covers:

- Introduction (info about your society),
- Your offer package (what you are getting and what the sponsor might want from you),
- What/how much to ask for from sponsors
- How to monitor your sponsorship agreement

Introduction	<p>There are different types of sponsorship agreements you can arrange which include:</p> <ul style="list-style-type: none"> <li>• Monetary sponsorship – company offering finances</li> <li>• In-kind sponsorship – a company offering their services or premises for no-fee</li> </ul> <p>Consider what you want from the sponsor and how this might benefit you both. You will need to set out clearly, and honestly, why collaborating would be a good idea.</p> <p>For example, if you are sending out a proposal to a graduate recruiter you may want to highlight the diverse range of members you have, possibly covering different disciplines, with a variety of skills.</p>
Your offer package	<p>Think about what your sponsor can offer you, and what they might expect in return. Things that your society could offer include:</p> <ul style="list-style-type: none"> <li>- Attendance at events,</li> <li>- The opportunity to collaborate with student groups,</li> </ul>

	<ul style="list-style-type: none"> <li>- Feedback, evaluation, and student/graduate contacts,</li> <li>- Event promotion</li> </ul>
Sponsorship package	Be realistic when calculating how much money, what kind of resources, or what deals you are going to request from a sponsor. Consider what support you need from this business or organisation and how this may benefit your society. Don't include offers that won't benefit your society just for the sake of it.
Monitoring your agreement	You can agree on a timescale/schedule for your society to check in with the sponsor on your offer. Have they upheld their offer and has your society met yours? You can agree on how this will be measured and what evidence you might need as part of your sponsorship agreement.
Contact details	Make sure to include the contact details for your society/relevant committee member(s) as well as the SU ( <a href="mailto:activitiesadmin@shu.ac.uk">activitiesadmin@shu.ac.uk</a> )

### Stage 3: 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.

Do: Follow up on your visits/calls/emails etc. – if you don't hear back, it may not be because the company or organisation isn't interested so, where appropriate, follow up from your initial contact.

Don't: Give your sponsor any access to things before an agreement has been made, don't offer student emails or personal details to an external group or organisation at any point before, during, or after your sponsorship, and don't sign any agreements without seeking approval from the SU.

### Stage 4: Sponsorship Agreement

Once a sponsor has accepted your sponsorship proposal (or you have accepted theirs) the next step is to sign an agreement or contract. This will make the sponsorship legally binding for both parties so...

**DO NOT SIGN ANY CONTRACTS OR PAPERWORK WITHOUT FIRST SEEKING APPROVAL FROM THE STUDENTS' UNION**

Some companies will provide you with a contract detailing the agreement and their terms – you can also use the form template available on the Committee Portal.

Make sure of the following:

- Does the person you are dealing with have the authority to sign off sponsorship agreements?
- Do the terms of the contract match that of the proposal – is this what you initially agreed to?
- Does the contract require exclusivity? Do you want to have more than one sponsor, if so, you will need to avoid exclusive contracts.
- Is there a specific payment date? If not, it may make it harder to chase up payment.
- If they don't provide a contract, you should fill out the sponsorship form from the Students' Union 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 each end.
- Make sure that you get the sponsor's invoicing details.
- Make sure that the contract covers what will happen under extenuating circumstances, for example COVID-19 related restrictions or closures. The Student Groups Team can check the contract to ensure that it covers things like this.

Remember – sponsorships should only last for an academic year, as the sponsor will need to renew or update their sponsorship agreement with the next committee. However, this is not a reason for sponsorships to be short-lived, it's worth building lasting relationships with businesses, academics, organisations etc. in the community who can support future society committees. It is worth checking your contacts are up to date so that sponsor details can be shared in committee handovers, and a renewed agreement can be pursued if the committee decide this will be beneficial for them. It is worth noting that **all sponsorship contracts must be reviewed by the Student Groups Team.**

## **Stage 5: Getting and Spending the Money**

### Getting the Money

The Finance Department at the SU will manage your invoicing arrangements within the sponsorship agreement. Once the money has been received from the sponsor the Finance Department will immediately do an internal transfer to your society account. They will also notify you to let you know that the money has been received and is now in your account. If you have any questions about the financial side of the sponsorship, please contact the Student Groups Team ([activitiesadmin@shu.ac.uk](mailto:activitiesadmin@shu.ac.uk)).

### Spending the Money

Once you have received the money you should:

Keep a record (words and pictures where relevant) of what your society has done to meet the terms of the sponsorship agreement.

Make sure someone in the society is responsible for checking the details of the sponsorship agreement and whether these are being met.

Update your sponsor on how things are going, when relevant/appropriate.

Communication is key to the relationship – you can send them details of how their sponsorship money is being used and, where appropriate, invite them to events that you may be holding.

If you are unable to carry out part of the agreement speak to the SU and your sponsor and see if you can arrange an alternative. Don't just ignore the problem!

Contact the Student Groups Team if you have an issue with your sponsor that cannot be resolved.