

Society Sponsorships

Finance Basics

- Every society has one account. It doesn't work like a typical bank account (e.g. there isn't a bank card).
- The Treasurer, President, and Secretary are the only people who can authorise spending from this account. They will get email updates letting them know how much is going in and coming out of the account.
- All society funds must be kept in this account.
- You cannot go overdrawn.
- All the money in the account is the society's, we don't take any of this money, and all remaining funds are available the following academic year.
- You can spend money in two ways; Claims form and Purchase Order. Training video on these processes on the Portal.

Why get a Sponsor?

- Sponsorships could really enhance your experience as a Society
- Examples; Monetary, discounts, experiences, could provide placements or work experience, sector specialists

Questions to consider

- 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.

Who can sponsor a Society?

- 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.

Activity: Developing your offer package

- Using the worksheet on the next page, begin to plan out your offer package. Approaching a Sponsor with an offer can allow you to develop a bespoke sponsorship agreement with them.
- Remember, your offer must be something you can maintain and align with the rules and regulations of the Students' Union

Society Sponsorships - What is your offer package?

What are you looking for from a Sponsor?
Monetary sponsorship? "In-Kind" services and facilities being free for you to use?

What could you offer a potential Sponsor?
Attendance at events? Promotion?

Timescales:
How will you monitor any agreement you make?

Considerations:
Is this inclusive of your members?
Does it further the aims of your Society?
Do you have another Sponsor already? Can you honour more than one contract at once?
Does it benefit your Society?

Potential Sponsor 1
Who could you reach out to for Sponsorship? What would they provide you?

Potential Sponsor 2
Who could you reach out to for Sponsorship? What would they provide you?
Pick a different type of sponsor for this option!

When a Sponsor approaches you, it is likely with a standard offer made to all Societies in Sheffield.
 Approaching a Sponsor based on what you are

Steps to securing a Sponsorship:

1. Determine *why* you want a sponsor, *what* you are looking for and prepare a proposal to approach your potential sponsor with
2. Contact sponsors with your proposal - they may offer something you weren't originally looking for or ask for something you didn't originally offer. Have this conversation and see if the sponsor is a good fit for you and what you are looking for!
3. **Send the contract to the Student Groups Team before signing anything!** If they don't have a contract for use, you must use the Agreement template available on the Portal and it must be completed in full.

Resources



Sponsorship Homepage



Sponsorship Guidelines



Sponsorship Agreement Template

Society Sponsorships

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.

Agreements

- The SU must see a copy of the contract between you and your sponsor before anything is signed.
- If your sponsorship includes you receiving commission of any kind, it is your responsibility to organise this with the SU Finance team by raising an invoice request. Please see Committee Portal for more information.