



# How to Get Sponsorship!

## Who?

- Identify companies/brands that have the same values/objectives as your event or society or committee.
- Consider any national bodies or organisations that are linked to your group.
- For departmental societies consider which graduate recruiters would be keen to target your area.
- Consider what qualities your society or committee members have that graduate recruiters may look for (e.g. leadership skills).
- Research companies to see if they are involved in or support your activity such as drama or chess etc.

## How?

- Attend Careers Fairs to speak to graduate recruiters.
- Visit *My Vacancies* on the Careers website: <http://shef.prospects.ac.uk/> and the *What's On* section: [www.sheffield.ac.uk/careers/students/events](http://www.sheffield.ac.uk/careers/students/events) to see who is currently recruiting
- [Sponsor My Society](#) is an online platform aimed at connecting University Societies with businesses - helping raise annual budgets through sponsorship and providing further value for students! They work with start-ups and corporates to offer both traditional sponsorship and affiliate opportunities. Click on the link and sign up for free to start working with some amazing companies!
- Research companies of interest to see what they are supporting currently, where and when.

Dependent on the size of the organisation how you approach sponsors may vary:

### Local Companies

- For shops/restaurants etc. in the local area it is best to visit in person. Go fully prepared with statistics and facts about your event, maybe even a mock leaflet to show where their logo would go. Go early in the morning when they may not be as busy, as it will be easier to speak to the manager then. Even if they are not available, leave a leaflet and explain to the staff member with enthusiasm as they may convince the manager to go ahead.

### National Companies

- If you can get a contact through careers fairs or a brand ambassador this can be useful. Ask them first to see if they have a specific contact or way of approaching sponsorship. Otherwise an email, letter or phone call can all work. You may need to be inventive in getting their attention. Be prepared for rejection: you may hear nothing from letters/emails sent. Try and follow these up with a phone call. Persistence not pushiness is essential! Present a great package to them with professionalism.

### Multi-National Companies

- Be realistic: it is unlikely that Apple will sponsor a society event. Ensure the sponsors you are targeting are achievable. Again try emails and letters presented concisely and with





interest to grab attention. Follow all these up with a phone call. Present a good package, be inventive, get to the right person and you may be in with a shot!

For any help on putting packages together for larger companies and larger events please contact our Advertising and Sponsorship team at [advertise@sheffield.ac.uk](mailto:advertise@sheffield.ac.uk).

## Why?

- Targeting students is part of many companies' promotion strategies.
- Although general brand awareness is important, specifically targeted campaigns are becoming increasingly popular. Therefore think about who would want to target people at your event

Below are some key facts (<http://www.sheffield.ac.uk/about/facts>) that

you may wish to share with sponsors about University of Sheffield students:

- **27,230 students, of which:**
- **24,179 full-time students, 3,051 part-time students**
- **49% male: 51% female**
- **32% aged 21 or over on entry**
- **7.3% young FT first degree entrants from low participation neighbourhoods**
- **7,131 International students from 143 different countries**

## What's in it for you?

- Work out what it is you want - do you need money or do you need catering for an event or new hoodies for the year?

- Often companies will say they have no money available for sponsorship, but they may be able to offer a venue or a training day for your society.
- Local businesses might prefer to give you food/printing/speakers in return for promotion. Don't immediately say no, this may be worthwhile.
- Create a budget very early on and don't rely purely on sponsorship. It may be that you offer a sponsor promotion at an event for a small fee or even for free if you feel that it may help build relationships and provide future sponsorship.
- Know your value and don't undersell yourself! The bigger the event and the more promotion it has the more you should be charging sponsors, aim big, but be realistic!

## What's in it for them?

- Reaching a large audience for the build-up (promotion) and duration of the event.
- Positioning their organisation as a socially responsible organisation and as a strategic contributor to the student body.
- They can build long-term relationships with students, as the University of Sheffield has the highest graduate stay-on rate in the country.
- International events will enable them to associate their company with cultural integration and diversification.
- Specific targeting (if an event is key to their target group) that is not achievable any other way.
- Think about what the sponsor wants, if they want to target lots of students offer them a logo on a plasma screen advert. If they want to target all law students, hand out your event flyers (with logos on) at the Law School.





### The Deal

- Make sure you check with the relevant people what you can offer a sponsor is correct, and then document this in a Word Doc or spreadsheet. Ensure that two copies are signed by you and the sponsor; then keep one each.
- Add dates to all relevant media, so they know when to send you logos/links etc. and all are aware of when the media will be produced.
- Payment – to ensure sponsorship money goes into your society account, you need to complete an *Invoice Request Form* and hand it into the Activities Zone Desk, along with a copy of the contract. The Students' Union will then send an invoice to your sponsor (on your behalf). All you need to do is check that the money arrives in your account!
- The big mistake is once the deal is done forgetting about the sponsor. You need to keep copies of all promotional material, this includes screen shots of links, social media etc. This all needs to be compiled into a media pack to be given to the sponsor as proof.
- Ensure you keep the sponsor up to date on your news, successes and upcoming events, with evidence of how their sponsorship has enabled your activities and is fulfilling the sponsorship deal.

### Do's and Don'ts

- Don't leave it too late – Start looking for sponsors as soon as possible, but ensure you are prepared.
- Do be prepared to face rejection – In tough financial times companies don't have the money to spend. Make a good impression though and if they

get the money next year, they may think of you!

- Don't lie – be honest with sponsors with regards to timescales and what you can offer them. If you lie, they will find out and may not give you the money agreed.
- Do have fun – gaining any sponsorship (monetary or not) can be very rewarding. Showing you have worked together with a sponsor (company) can look great on your CV, and they may even recommend you.
- Don't rely on sponsorship! Although everyone wants their event to be bigger and better than the last, embrace the challenge to do this on a budget. It is not always feasible to gain large amounts of monetary sponsorship at student level, so look for alternatives. If you do look for sponsorship make sure it fits and serves a purpose that you can showcase.
- Don't accept cash sponsorship - it's always safer and more professional for the Students' Union to invoice the company for you, and the money to go into your society account.

### Sheffield Students' Union Advertising Policy

- If you're a Working or Representative Committee: you must adhere to the [SU Advertising Policy](#) and contact [advertise@sheffield.ac.uk](mailto:advertise@sheffield.ac.uk) before seeking sponsorship.
- If you're a Society: Societies and Clubs are allowed to obtain independently and externally. Although you're not bound by the [SU Advertising Policy](#), we'd still recommend you read it and consider





- sourcing ethical sponsors. If you'd like any help with making the most out of your sponsorship deals, feel free to contact [advertise@sheffield.ac.uk](mailto:advertise@sheffield.ac.uk) who will give you some help and support along the way.

**Remember – don't accept sponsorship by cash. If you're expecting sponsorship, please submit an Invoice Request Form to the Zone Desk. We will invoice the company on your behalf and ensure the money is transferred directly to your Society's B account.**

### **The Student Unions' Advertising & Sponsorship Team.**

*As a department we are tasked with bringing in a high level of income to the Students' Union that is then spent on activities, items, equipment and other resources. This is done through management of relationships with organisations, contacts and individuals.*

*We are able to provide advice and guidance to societies in them gaining sponsorship but due to the numbers it is not possible for the Advertising and Sponsorship team to locate sponsorship and income for societies. Advice and guidance includes 2 sessions during term time of how to gain sponsorship along with the options to contact the team for further questions.*

*Societies are encouraged to provide details of sponsorship income to the Head of Advertising & Sponsorship – [Dan Waddington](#).*

*The Zone Desk will refer any student groups who have signed unfavourable contracts and/or who are having difficulty being paid sponsorship income, to the Advertising & Sponsorship Department for their advice. Societies will be asked to consider not obtaining sponsorship from organisations involved in/contravening prohibited areas; SU Polices; named organisations and other prohibited categories as outlined in the SU advertising policy, available online.*





## Appendix A – Example sponsorship letter

Dear [name, address and contact details]

I hope you are well.

I am the treasurer of the Ballet Society at the University of Sheffield Students' Union.

As you will be well aware:

- a) Students who are active members of societies are highly sought after by top graduate recruiters
- b) Students are a large part of Sheffield's economy [tailor sentence to match business type]

The Ballet Society offers numerous ways to target the 26,000 students at the University of Sheffield. Many of these marketing channels are not available through unofficial student marketing routes.

I have outlined an example package and how it will benefit your business. The package is for 12 months so your business gets constant exposure to the student market but the package also offers a higher advertising presence at key times of the year such as Freshers' Week when our own promotion campaign is at its peak:

- Prominent logo on all Ballet Society training tops – seen by up to 26,000 students during socials and daytime activities, up to 1,000 spectators at society events and by the 250 society members.  
Usual cost - £800
- Prominent logo on all posters used to promote the Ballet Society and our events. Displayed in the Students' Union building that receives up to £8,000 students through the doors each day. Displayed at University halls of residences and at all events we attend (Activities Fair 12,000 students; Ultimate Fair 9,000 students). Usual cost - £500
- Prominent logo on all plasma screen adverts used to promote the society and our events. Displayed in the Students' Union building that receives up to £8,000 students through the doors each day. Usual cost - £500
- Prominent logo on all flyers used to promote the society and our events. Handed out in and around the Students' Union building that receives up to 8,000 students through the doors each day, outside University buildings and in other high footfall areas. They are also handed out at University halls of residences and at all events we attend (Activities Festival 12,000 students; Ultimate Fair 9,000 students). Usual cost - £500





- Prominent logo on the Ballet Society section of Sheffield Students' Union website and a link through to your company website to drive your online traffic. The Students' Union website receives an average of 80,000 unique visits every month. Usual cost - £500
- Premium stall at the National Ballet Championships at Sheffield's Motorpoint Arena in May. This highlight of the University Ballet calendar attracts over 20,000 spectators and is promoted throughout the city. Not only will your company have a promotional stall positioned outside the main entrance and seen by all 20,000 attendees but you will also have the opportunity to speak to the 28 University teams competing in the event. Additionally, your logo will appear on all separate promotional material for the event. Usual cost - £2,000
- Email marketing – your brand message to be part of every email sent to our 250 Ballet Society members. Usual cost - £200
- Social media marketing – your logo and website link to be promoted on our Facebook and Twitter accounts (4,000 followers). Please note that this marketing method has unlimited reach potential. Usual cost - £200

**Total cost - £5,200**

**Sponsor Package Discounted Price - £4,200**

I think you will agree that the link between the Ballet Society and [your company] is an ideal match. If the above is of interest to you and you would like to discuss this opportunity in more detail, my telephone number is: 0114 222 8888.

I look forward to speaking to you soon.

Kind regards

*[Your name, address and contact details]*





### Appendix B – Example phone call

Preparation – Knowledge – Confidence – Success. Make sure you have all these elements in your voice and speech when you contact possible companies.

*Student*

Good morning. I'm [name], phoning from the University of Sheffield Students' Union. I'm part of the Athletics Club and we're contacting local businesses to see if they would like to work with us on a sponsorship deal. Did you receive a sponsorship proposal, which I sent in the post?

*Manager*

I remember seeing something. What would it involve again?

*Student*

By sponsoring a club at the University, you are being endorsed by the Students' Union and your name will be communicated to over 24,000 students at Sheffield as well as other Universities nationally as the team travels for competitive matches.

*Manager*

What would I get?

*Student*

Well there are 60 students in our society all of which have a kit which we would carry your logo on. Students wear these all the time not only to travel to matches but also around the University, city and Students' Union therefore you will be exposed to many more students demonstrating your support to local student teams. We will put your logo on all promotional material, which we give out at the sports fair in Freshers' Week, the Refreshers Fair and other promotional events throughout the year. Would you be interested in meeting up to have a chat about it?

*Manager*

Maybe I can get back to you.

*This approach does not guarantee success - please use it as only an example. You will get people who simply say no, which is fine but please don't get disheartened. Keep going - It's marathon not a sprint! It's just a matter of finding the right business and outlining the right benefits.*





### Appendix C – Example email

Emails should be shorter than a letter. Attach a marketing plan so if the addressee is interested they can look into the email further.

Make sure you are contacting a public email address, which is readily available, i.e. make sure you are not breaking data protection.

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Subject: Achieve Your Student Potential

Dear Ms Jones

I am contacting you from the University of Sheffield Tennis Club. I am writing with regard to our up and coming ball in March 2015. The event is a formal ball held in the City Hall and tickets sell-out frequently. The event is the social highlight of the year and is attended by 400 students.

If you are interested in becoming involved with this event please see the attached marketing plan. If you would like any more information please contact me on the details below.

I look forward to hearing from you and will be in contact soon.

Regards

Sarah White  
Tennis Club Treasurer  
Tel: 0114 123456  
Email: sarah.white@sheffield.ac.uk

