
Sponsorship Agreements

Best Practice Guide

Durham Students' Union

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Section One:

Sponsorship Terminology – an introduction

Noun: **sponsorship**; plural noun: **sponsorships**

1. Types of Sponsorship

- 1.1. The position of being a sponsor. "The company's sponsorship of the tournament"
- 1.2. Synonyms: backing, support, patronage, funding, financing, promotion; aegis, auspices; help, aid, assistance. "The team would like to thank the Institute for its sponsorship"
- 1.3. Financial support received from a sponsor. "We raised about £6,000 in sponsorship"
- 1.4. "A type of advertising where a company pays to be associated with a specific event/cause/organisation."

2. Sponsor Categories

- 2.1. Title sponsor is highest status of sponsorship. It characterises the most significant contribution to a company in organising and hosting an event. Often the name of such sponsor is placed next to the name of competition, teams, individual athletes and is associated with it (for example, the logo of a title sponsor is placed on a uniform of football club teams). The status of a title sponsor also allows to have a decisive voice on the issue of presence among sponsors other companies operating in the same business, the priority right to use players and coaches for conducting joint promotions, right of presence at all official events dedicated to a sports event, mandatory mentioning in all activities conducted on behalf of the team, highlighting the name of title sponsor in film credits, television programs which were created with its financial support, placement of logos and banners. In case of title sponsor's presence the general sponsor position may remain free.
- 2.2. General sponsor is a sponsor that makes one of the largest contributions (in absence of a title sponsor - usually more than 50% of all sponsorship funds raised) and that receives for it the right to use the image of competition as well as extensive media coverage. If necessary, the status of the general sponsor may be supplemented by the general sponsors for certain categories, as well as the main sponsor.
- 2.3. Official sponsor is a sponsor that makes a certain part of raised funds (within 20-25%). Typically, the given status may be granted by category ("official insurance partner", "official automotive partner", etc.).
- 2.4. Technical sponsor is a sponsor who promotes organisation of sporting events through the partial or full payment of goods and services (e.g., medical equipment, fitness, organisation of transportation and lodging).
- 2.5. Participating sponsor is a company, the sponsorship fee size of which usually does not exceed 10% of total raised funds.

- 2.6. Informational sponsor is an organization that provides informational support through media coverage, conducting PR-actions, joint actions, etc.

Section Two

Sponsorship

If you are looking into sponsorship for your society, please read through this document.

Make sure to get a contract (template provided on request), and have someone check over this for you, always provide Durham Students' Union with a copy of any contract and fill in the appropriate finance paperwork so that we can send an invoice to your sponsor.

The Union is ready, willing and able to check and comment on any contract you are presented with and asked to sign, we encourage you to utilise this free advice.

This page contains information on how to structure a sponsorship proposal, how to make contact with organisations and get the best results as well as things to look out for and potential pitfalls.

Sponsorship is vatable (standard rated – currently 20%) so is therefore credited to your account as the net amount. Any expenditure funded directly from sponsorship is therefore a vatable activity and the total charged to your account will be the net amount excluding VAT.

You will receive a contract from the sponsor which is an agreement stating what they will receive in return for giving you the money. The Union needs to check over any sponsorship contracts and sign them off. Please send them to dsu.engagement@durham.ac.uk and make the total amount clear including VAT.

Donations given freely are treated as outside the scope for VAT purposes and will be credited to your account gross. Any of this money that is spent is therefore exempt of VAT and so the full amount will be charged to the account.

Affiliation is a written agreement between a Durham Students' Union/Society and an external organisation which requires neither party to award the other with benefits. This acknowledges the partnership formally. Each party may award the other with benefits but neither party have formal obligation to do so.

Multiple sponsors/affiliates: Durham Students' Union/Societies may be affiliated or sponsored by more than one group. This should be taken into consideration when forming an agreement.

Authorisation: The terms of the sponsorship or affiliation must be agreed by the company or external organisation, the NSU/Societies Committee and a member of staff from NSU/Activities who are in permanent employment of Northumbria Students' Union.

The agreement will only be approved once NSU/Activities signs off the agreement. If NSU/Activities disagree on the terms of the awards, they may be altered and the agreement re-submitted.

Any agreement will expire at the end of the end of the academic year in which it was agreed. This is to ensure that each incoming NSU/Society committee makes a decision on the sponsorship each academic year.

1. What to include in a proposal

- 1.1. Be clear about what you are asking for
- 1.2. Who you are: Your society name/Event Name (if for a specific event) / information about your society
- 1.3. What do you want: Event Sponsorship/Society Sponsorship
- 1.4. How much: If you need a specific amount for a specific activity/purpose make this clear from the start.
 - 1.4.1. Remember sponsorship is subject to VAT meaning that you may only receive 80% of any amount requested if you don't clearly specify that VAT is additional. Be sure to take this into account and specify inclusive or exclusive of VAT when approaching sponsors.
- 1.5. When/Duration of sponsorship: Event Date/duration of sponsorship (term, academic year, start and end date of sponsorship, e.g. 1 October 2017 – 30 June 2018)
- 1.6. Date: The date that you are writing the proposal
- 1.7. Lead contact: Event Manager's Name/Lead contact within society responsible for sponsorship.
- 1.8. Other Details; Student Organisation website, contact details etc. to allow the sponsor to understand more about where their money is going.

2. If you are looking for a one off event sponsorship, be sure to include the following information

- 2.1. What are you trying to achieve by hosting this event?
- 2.2. Why are you a credible investment, have you had major success before, are you getting sponsorship for a long standing event?
 - 2.2.1. If this is the first year of the event where do you hope to see it go in the future?
 - 2.2.2. If it's already an annual event, how is it developing?
- 2.3. What is the event? (Gala, fundraiser, party etc.)
- 2.4. Key features (hallmark debate, nationally recognised guest speakers, conference for the entire north east of England, size and scale of event etc.)
- 2.5. Event Outline

- 2.5.1. Name of Event
- 2.5.2. Date of Event
- 2.5.3. Time of Event
- 2.5.4. Who will attend the event (media, high profile guests etc.)
 - 2.5.4.1. Include approximate number of guests

3. Further things to include if you are aiming to secure sponsorship for your society for a period of time (an academic year or longer)

- 3.1. What are your society aims; what are you trying to achieve, what is the purpose of your society?
- 3.2. How would sponsoring your society benefit the sponsor
- 3.3. What constitutes a successful year for your society? How does the money help this?
- 3.4. What are the goals of the current year (include previous goals if applicable)
 - 3.4.1. Ensure, where possible – the objectives are measurable (to prove success and show the impact the sponsors investment had)
- 3.5. How many members are there in your society?

4. Brief explanation/description of

- 4.1. What activities are planned for your society this year
- 4.2. Does your society attract a specific type of student that may be a “hard to reach” or “target audience” for a sponsor
- 4.3. Try to gauge how successful your society will be in terms of engaging non-members throughout the year to help them realise the potential reach of their sponsorship. Is it just to the society membership or does it engage a large section of the student body based on your activity?
- 4.4. Also, importantly, be clear to sponsors if you currently have or are planning on having other companies involved with your society.

5. Identify and qualify the benefits to the sponsor and the value of the fees you are requesting

- 5.1. Identify how you believe the company would benefit by sponsoring your event/society

- 5.2. Do you share common aims?
- 5.3. How will you measure your success and the impact of their investment?
- 5.4. More events, more activities, more people engaged and attending things etc.
- 5.5. How will you recognise their impact on your activities?

6. Additional thoughts

- 6.1. Think about what is the best way of attracting a sponsor?
- 6.2. Use power point rather than word format to ensure you are concise in any presentation
- 6.3. Include photos wherever you can; photos of your society doing their activities can build an emotive relationship that they can relate to.
- 6.4. Follow the Students' Union marketing & style guidelines
- 6.5. Research companies philanthropic history; tap into their website, newspapers, magazines and any other industry-specific resources
- 6.6. Have a good general idea of who you are 'getting into bed with' before you align yourself to them
- 6.7. Focus most of your proposal on the benefits to the potential sponsors

Section Three

Sponsorship – things to consider

Please find below a suggested list of potential offerings the group/association could offer an organisation when entering into a sponsorship/ in association with agreement.

1. Display of your Logo:

- 1.1. Your logo and website link will be included in all email communications sent to members, and inclusion in the email signature of all the exec and sub-committees.
- 1.2. Your logo displayed on the home page of our website ensuring the logo links through to your website.
- 1.3. Your logo included on all promotional collateral e.g. posters/fliers/tickets etc.
- 1.4. Group/association agrees to display a sign with the sponsor's logo in their office/space in the Student Union.
- 1.5. Group association agrees to include your logo adverts and/or editorial to be included in any other society publications/newsletters/handbooks etc. – it is the responsibility of the Recipient to contact the Sponsor to request this and within a reasonable timeframe.
- 1.6. Group/association will display the Sponsor's banner at all events throughout the year.
- 1.7. Your logo will be the main sponsor of group/association events.
- 1.8. Inclusion of your logo on social networking sites.
- 1.9. Inclusion of your logo on events on any social networking sites.
- 1.10. Group/association agrees to display your logo promotional materials such as flyers and merchandise at the Fresher's Fair and other events.

2. Sharing of your content:

- 2.1. You have the opportunity to send emails to DUCK which will be forwarded onto all members at the request of the sponsor (maximum of two per term).
- 2.2. Group/association agrees to distribute your promotional marketing materials (e.g. and/or including posters and flyers) at your request.
- 2.3. Group/association will 'share content' via social media at least twice per term.

3. Good PR Stories:

3.1. Group/association will provide collateral for you to share on your own website and social media channels including:

3.1.1. Two news stories (up to 250 words) per academic year.

3.1.2. Photographs of all your logo displayed at sponsored events.

Section Four

(Society name)
Durham Students' Union
Dunelm House
New Elvet
Durham University DH1 3AN

Sponsorship Opportunity between (Company name(s) – Society name)

To whom it may concern (name if known)

My name is (your name) and I am the (your role) of Durham Students' Union (society name). We believe that external parties such as yourself could help us provide the best experience possible for our members through (insert either sponsorship/affiliation). We would hope to work with you for the academic year of (insert year).

(Insert society name) had (insert number of members) between (20XX – 20XX), our aims are (insert aims). We would really appreciate it if you could help by offering (insert what you like to receive, money etc.) and in return we would (outline your offer). These terms would be open to discussion.

If you are interested in associating yourself with our society during this academic year, or would like to find out more information, please get in touch with us to discuss things further, or perhaps arrange a meeting.

Yours Sincerely

(Your name)
(Your role)
On behalf of (society name)