

UBU SPONSORSHIP GENERAL GUIDELINES, PROCEDURES & RULES



INTRODUCTION

The Students' Union has a set sponsorship process to ensure a consistent approach is taken by clubs and societies when seeking and agreeing sponsorship.

The first step is to establish what your club/society could benefit from (monetary funding, free access to a venue, discounts, supplier goods, transportation, social events, clothing, publicity etc.) and what it can offer in return to different types of companies/organisations.

Once you have found a sponsor whose needs are compatible with yours, it is then about negotiating and formulating a clear and concise written agreement that is realistic, fair and that both parties can deliver.

SELLING YOUR CLUB OR SOCIETY

Selling your Club / Society is an important tool in trying to attract a sponsor. You need to create compelling reasons for them to want to take part in your project. For example;

1. You estimate how many members and/or you can reach out to
 - a. Look at previous membership and event attendee numbers
 - b. How many followers you have on social media
 - c. There are ~9000 students on campus
 - d. The UBU website gets thousands of hits a month

EXAMPLES OF SPONSORSHIPS

1. The sponsor pays for your exec clothing and their logo is part of the clothing design
2. The sponsor gives your members a percentage off at their store
3. The sponsor gives you some money for a one off event if you put their logo on the event's marketing materials
4. The sponsor will give you a sum of money in return for you promoting them all year, e.g. their logo on your webpage, emails to members, logo on marketing material, host events with them
5. The sponsor gives you a discount on something or provides external speakers/items in return for you advertising them
6. The sponsor pays for your printed marketing if their logo is on it

THE SPONSORSHIP AGREEMENT (CONTRACT): COMPILING THE CONTRACT

No sponsorship deal will be valid unless a proposed contract has been made and signed by all relevant parties on the sponsorship contract form.

The basis of your contract will be formed from the agreed proposal with the sponsor.

Draft contracts are available online on Blackboard and at the UBU. Please fill in all relevant sections of the contract.

Contract Key Information:

Remember that your contract must include the following:

- Names of sport club/activity group and sponsor
- Full contact details of sport club/activity group and sponsor
- Duration of agreement (no more than an academic year)
- The details of sponsorship agreed
- Signatures
- Obligations and terms of agreements made by both parties

Obligations & Cancellation:

All obligations outlined in any contract agreement must be adhered to by each party involved unless all parties approve an official written cancellation.

It is **essential** to ensure that you can **fulfil everything** stated in the contract. This is important because failure to do so renders the contract void. It can also cause bad relations and prevent the future sponsorship of students.

Once you have finished your contract, send it to the relevant Student' Union Officer to have it checked.

APPROVAL

Once the contract has been approved and signed by all relevant parties then the original must be sent to UBU Finance for filing. (You may keep a copy of the contract and provide a copy to the sponsor.)

In some rare cases, the sponsor might prefer to use their own contract, please ensure that you read through it and **DO NOT SIGN ANYTHING** until it has been approved by the relevant UBU Staff.

INCOMPLETE CONTRACTS

If the UBU contract procedure is not completed UBU will have no responsibility in chasing the debt for your club/society. We have had several occasions over the years when contracts have not been signed and sponsors have been able to avoid paying.

GENERAL GUIDELINES & POLICIES

- As a Students' Union, UBU has policies that do not allow the promotion of certain products, services and companies. Your obligations / provisions need to be approved by the Students Union.
- If you are unsure about your promotion or need any further information or clarification then please contact the relevant UBU Area Staff. You may send for approval any copy, designs and/or an outline of your promotion.
- UBU takes no responsibility for the printing of any inserts, leaflets and posters.
- Marketing communications should contain nothing that is likely to cause serious or widespread offence on the grounds of race, religion, sex, sexual orientation or disability.
- We reserve the right to refuse to distribute any material we deem unsuitable.
- Our decision is final

INVOICING THE SPONSOR

Once the contract is completed, UBU Finance will invoice the sponsor if you have completed the Invoice Request Form (last page of the sponsorship contract).

IMPORTANT: For UBU to successfully raise and invoice we will require from the sponsors' a purchase order, contact details, details of who to invoice and an authorised signature.