

UEA+SPORT CLUB SPONSORSHIP GUIDE 2021/22

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Introduction

This is a quick guide for Sports Clubs on how to write a proposal for sponsorship, how you and your sponsor can benefit each other, plus some rules to follow to make sure that each party honours their agreement.

How do I write a proposal?

The core of your proposal should revolve around two things:

1. What the sponsor can do for your Sports Club.
2. What you can do for the sponsor?

How do you benefit from the sponsor?

Consider what the sponsorship is for. Potential sponsors will be keen to know what you're going to do with their money or support, and how it's going to help your Sports Club to achieve its goals. Have a goal or project in mind when deciding what the money may be for.

Potential ideas:

- Improving or purchasing equipment that is available for all members to use.
- Reducing the amount that your members have to spend, for example on clothing or publicity.
- Helping you achieve greater success through improved facilities and equipment.
- Offering more opportunities e.g. take part in events.
- Giving you the chance to run your own event or tournament.

How does the sponsor benefit from you?

Demonstrate the benefits to the company of sponsoring your Sports Club. This will depend on the nature of your group and what aspect of it is being sponsored.

Some ideas might include:

- The company name and logo on all your Sports Club equipment and playing kit.
- A section on your web page or promotions on your social media.
- The company name and logo featured on all your emails / letters / publications, etc.
- Company banners at club events, games etc.
- The opportunity to run a presentation evening which all your members will attend.
- Helping the companies who have a particular product or service to introduce or promote, that applies to you as a specialist audience.

Remember to factor in what it costs you to offer your sponsorship. E.g. If you offer a logo on your equipment make sure the sponsorship covers the additional print costs! This could be anything from £2.50 - £5 per logo depending on design and print specification.

Make them want you!

Once you've determined what a sponsor will offer you and what you can offer a sponsor, you need to sell your proposal in return. The most significant ways you can do this are:

- **Be proud!** - Make sure you mention any successes that your club or society has had.
- **Be concise** - When writing to companies keep your writing succinct and focus on promoting the packages you can offer them. Be clear and defined.
- **Be engaging** - A nice personal touch is to add photos or publications, any examples of the benefits past sponsors have had are a bonus - make them jealous! Remember to add in any USPs.
- **Be realistic** - To claim that a logo on your club social media will be seen by all UEA students is misleading.
- **Be honest** - Give information that will provide them an insight into your club's activities and the kind of exposure you are offering.
- **Be persuasive** - Push benefits rather than features. Facts and figures are of interest to a potential sponsor, but relating those features to a perceivable benefit for the sponsor is more important.

Sponsors may look up your Sports Club on social media to find out more information on what your group does and gets up to. Think about what you're posting and whether this is what sponsors want to see – a picture of drunk members on a night out maybe isn't the most attractive thing for potential sponsors to see!

Make them remember you!

Sponsors love quirky and creative ideas that stand out, whether it be for new events, tournaments or awards named after their company. If your Sports Club is holding an event / awards dinner / tournament then invite a representative from your sponsor to give out a prize or say a few words about their company.

Let them know that this really matters to you - if you don't hear from them, follow up your proposal with a polite call or email to see how things are going.

Your proposal should be:

- **Short and sweet** - No more than two-sides long and the appropriate file size if you're emailing a document.
- **Easy on the eye** - It doesn't have to be professional, but it should be well presented. Images aren't a necessity but can be an easy way for them to understand, engage and identify with your club / society.
- **Innovative** - Think about what you can offer that no-one else can. If you can make your proposal stand out, then they'll be thinking what you can do for their brand.

Who should I approach?

Approaching companies that have something in common with your Sports Club will give you a better chance of obtaining sponsorship. Think about the aspect of the business that will benefit most from involvement with your Sports Club. From there you want to try and get in touch with someone responsible for that aspect of the business.

Some ideas:

- Graduate recruiters like getting involved with students' unions as it puts them in contact with potential employees.
- Inside contacts within companies are often a good way to achieve sponsorship, so ask your members if they know anyone who may be willing to sponsor you.
- Local companies are often very interested in sponsoring students as it helps them to get their name to as many people as possible.
- A company who has been an active sponsor in the past should always be approached, if only to maintain a good working relationship that can be built on in the future.

You may find that some companies come back to you offering slightly less than what you asked for or ask for something else in addition to what you've offered. Whether you take them up on these is up to you, just make sure that whatever you take on, you are still able to honour. You should also consider the possibility of

offering smaller packages to multiple sponsors, but this may mean more legwork and cost involved to you, especially if you are offering all of them printed logos).

Who should I not approach?

All sponsors should be in keeping with uea+sport and uea(su)'s values and ethical guidelines.

Student Groups will not be allowed to accept sponsorship from any of the following:

- Alcohol companies, pubs or nightclubs in direct competition to the University of East Anglia, the University of East Anglia Students Union or Sportspark.
- Tobacco companies
- Gambling companies
- UEA Sport Clubs are not allowed to have deals with kit providers as our kit tender is contracted to Birds of Dereham
- Other companies that are in direct competition with the University of East Anglia, the University of East Anglia Students Union, the Sportspark, or any related departments or services. For a list of these contact Union staff or your relevant Student Sport Coordinator.

Contracts

If you've managed to get yourself a sponsor, great! There are a few things you need to ensure before it's finalised. Some companies will provide you with a contract detailing the agreement. If so, at least make sure of the following, (however it is preferential for you to create the contract for the agreement):

(All agreements should be tangible to ensure both parties have met the desired requirements of the agreement)

- Do the terms of the contract / agreements with the sponsor match that of the proposal - what the club hopes to gain from the sponsor and what they hope to offer in return to the company?
- How the student group intends to demonstrate the carrying out of agreements and obligations made to the sponsor e.g. Marketing or promotions.
- How the club intends to use sponsorship and how the society intends to fulfil any obligations or opportunities they offer to the company.
- Does the contract require exclusivity? If you wish to have multiple sponsors for an event / activity make sure you have made the sponsor aware that there will be other sponsors.
- Will they provide promotional materials? Check whether or not the company will provide you with banners / flyers / posters for you to display or distribute. These would normally be produced at the expense of the sponsor.
- Is there a specified payment date? If not, it may make it harder to chase up payment.
- If they don't provide a contract, can I create one? See Appendix 2 for a template, but bear in mind that not all of the lines of the template contract agreement may apply to your agreement so edit it as appropriate.

- Have you taken VAT into account when calculating how much sponsorship funding you have requested? All sponsorship funding is subject to VAT. To take this into account, times the amount of sponsorship funding you would like by 1.2 to give you the amount to request. For example, if you would like £500 sponsorship, request £600 as £100 of this will be deducted due to VAT.

Before you sign any agreement, ensure that the proposal, negotiations and agreement has been agreed by and for clubs, your UEA Student Sport Coordinator and uea(su). The agreement **must** then be signed by **you, the sponsor, the Student Sport Operations Manager and a member of Union staff**. Once the Student Sport Team and Opportunities Team have signed off the contract, they will send it over to the Finance Team who will then invoice the sponsor directly. **At no point should you be handling money**, either cash or in personal bank accounts, this is against the Union's Financial Procedures and leaves you open to accusation and disciplinary action.

Any sponsorship agreements that result in the student group receiving money will require the agreed amount to be paid directly to the student group account held by the University of East Anglia Students' Union. Upon agreement and the terms of the sponsorship deal having been agreed and signed off by uea(su), the terms may not be altered unless authorised. Should the funds be utilised for a core service provided by uea+sport, funds may be transferred to the uea+sport budget upon agreement by two signatories, uea(su) and uea+sport.

Finance Guidelines

All sponsorship money should be paid into to your student groups' uea(su) subs account. When you submit your sponsorship contract for approval, please provide the below details in order for the SU Finance Team to be able to raise an invoice with your sponsor so that you can receive your sponsorship funding:

To raise an invoice, you will need to find out:

- Which company the invoice is being raised to, along with their contact details (inc. Phone Number, Email Address, Physical Address)
- Who the invoice is FAO (For Attention Of) – who is your contact at the company who agreed to the arrangement?
- The amount they are paying you and whether or not this includes VAT
- Payment terms of the deal, e.g. how much, when you'll receive the money

As outlined previously, our Finance Team will then invoice the sponsor directly using the email address that you have provided, so please make sure that you provide the correct details. **Please note that you will need to provide the details of two Committee member signatories in order for your sponsorship contract to be approved.** If you have any further questions regarding the invoicing process, please contact our Finance Team on su.accounts@uea.ac.uk.

Keep your word (and make sure they keep theirs)!

The aim is to secure a sponsor and make them want to renew their sponsorship the following year, this means it is of the utmost importance that you keep to the terms of your agreement and honour it as best you can. If not, the reputation of the uea(su) or UEA Sport as a whole will suffer.

Keep a full record in words and pictures of everything your group has done related to the sponsorship agreement. This way you can ensure that both you and your sponsor are happy with the arrangement.

Update your sponsor on how everything's going - this is a two-way relationship and communication is key. Email them photos of their sponsorship money in action and offer them invitations to events you are holding. They want to be a part of the process! The better a relationship you build with your sponsor the more likely it is they will continue sponsoring you in the future.

By going above and beyond what the sponsor expects and providing them with a detailed record of what their sponsorship has got them you have a much better chance of them renewing their sponsorship for another year. However, in the event that you are unable to carry out part of the agreement speak to your sponsor and see if you can arrange an alternative – the worst thing you can do is ignore the problem.

At the end of every year the student group, together with help from uea(su) and your Sports Coordinator, should review sponsorship deals to ensure both sides have met all obligations.

Finally, we are here to help!

If you have any questions after reading this document please get in touch:

€ Sports Clubs: contact your relevant Sports Coordinator for your Club

Declaration

I confirm that I have read and understood the above, and therefore agree to the terms and conditions of this document. Please note that two Committee member signatories are required:

Club Name:

Committee Signatory Name 1:

Committee Position:

Club Name:

Committee Signatory Name 2:

Committee Position:

Appendix 1 - Template Approach Letter

Dear [insert their name, if you have one],

My name is [insert] and I am the President of [insert club name] at the University of East Anglia. I'm writing to you today with regards to sponsorship, and the opportunities we have for the coming year.

Here is a little bit about us (example)

- Our 1st XI play in the Southern Premier league, travelling all over the South of the UK as far as Cardiff for league matches, and the potential to go further afield during our Cup competition.
- We won Team of the Year at our University's Sports federation dinner this year.
- We run termly charity events, one of which being a charity tournament in September 2017

Sponsorship request (example)

- We are after financial aid to help with our upcoming season, our University fund is able to cover travel to games, pitch time and balls for training, however at the level we currently play at we require numerous training aids to help us continue to improve, as well as money towards our playing kit for the season. We need to raise £800 through sponsorship and any contribution would be so helpful.

What we can do for you (example)

- Endorsements across our social media platforms and in our match reports which are followed by a large body of students.
- Potential to be the sponsor of our Charity tournament, company banners around the pitch etc.

Thank you so much for having a look through this email and we would be really grateful of any help which you may be able to give us. I am contactable on this email address or on my mobile [insert] at any time to be able to speak about it further.

Appendix 2 - Contract Template**Sponsorship Agreement 2020/21****Between:**

[INSERT SPONSOR] whose Company Number is [INSERT] and whose registered office is at [INSERT ADDRESS].

And

[INSERT CLUB]

And

University of East Anglia Students' Union as a Registered Company and Charity with Company Number 09664303 and Charity Number 1162866 whose registered office is at Union House, University of East Anglia, Norwich, NR4 7TJ

This agreement certifies that the above Sports Club / Society and Sponsor and University of East Anglia Students' Union have all agreed to the terms below for the sponsorship of said Sports Club / Society by said Sponsor for the period of one academic year commencing on 01/09/21 and will continue through to 31/07/2022.

Terms & Conditions:

1. Both parties have read and will give due regard to the values and ethos of University of East Anglia Students' Union and uea+sport in all operations and activity.
2. 100% of the full balance must be paid in cleared funds prior to the commencement of any printed materials, events or activities.
3. All members of the Sports Club will behave in an appropriate manner as set out by the Code of Conduct.
4. Any publicity created with the use of the Sponsor's logo shall be produced in a timely fashion for approval by the sponsor, the sponsor will cooperate in a timely manner in approval of the use of its logo's use. All publicity will be designed, produced and paid for by the Sports Club, unless otherwise agreed
5. The sponsor's logo must not be used by the Sports Club without the prior written permission, any designs produced by the club are subject to the Sponsor's approval.
6. The license given by the Sponsor to the Sports Club in relation to the use of its logo in publicity and marketing materials does not give the Sports Club any rights in relation to said logo.
7. Neither party shall be liable for damage or loss of profits, anticipated savings, goodwill, business or contracts or for any inconvenience, however caused, or any indirect or consequential loss or damage, however caused, arising out of or in connection with this agreement.
8. All sponsorship will be subject to VAT at the applicable rate.

9. All parties shall act in good faith in the operation of this agreement.
10. All parties shall use their best efforts to negotiate in good faith and settle amicably any dispute that may arise out of or relate to this Agreement or breach thereof. If any such dispute cannot be settled amicably through ordinary negotiations by appropriate representatives this agreement may be terminated by any party, subject to 6 months’ notice in writing. Should the activity of the business bring the University and/or uea(su) into disrepute, the agreement can be terminated without notice, with no refund of any sponsorship monies previously paid.
11. Under the event that any of the agreed sponsorship activities cannot take place, the contract can be suspended along with any payments due from that time. The contract and obligations can only resume within the dates the agreement relates to.
12. UEA Students’ Union operates a no refund policy for services deemed to be delivered and fulfilled.
13. All payments must be made by sponsors to University of East Anglia Students’ Union within 30 days from the date of invoice. Any payments that require a period greater than 30 days must be agreed between all parties in advance of the invoice being raised.
14. The construction, validity and performance of this Agreement shall be governed in all respects by English law.

Schedule 1: Sponsorship Services

Sponsorship Services	Details
<i>example:</i>	
<i>Logo</i>	<i>The customer will have logo on club/society page</i>

Schedule 2: Payment

1. All payments should be paid to 'University of East Anglia Students’ Union', who will invoice you directly.
2. No payments will be made to any Sports Club representative or Individual.
3. The sponsor will pay full/monthly amount
4. The invoice shall be for £_____ +VAT
 - All payments should be paid to ‘University of East Anglia Students’ Union’, who will invoice you directly.
 - No payments should be made to any Sports Club / Society representative or Individual.

Signed on behalf of [INSERT CLUB NAME] #1
[INSERT NAME AND POSITION]
[INSERT EMAIL ADDRESS AND PHONE NUMBER]

Signed on behalf of [INSERT CLUB NAME] #2
[INSERT NAME AND POSITION]
[INSERT EMAIL ADDRESS AND PHONE NUMBER]

Signed on behalf of University of East Anglia Students' Union
Adam Roche – Head of Student Development and Activities
Adam.roche@uea.ac.uk

Signed on behalf of the University of East Anglia Student Sport Team
James Raywood – Student Sport Operations Manager
J.Raywood@uea.ac.uk

Signed on behalf of [INSERT SPONSOR COMPANY NAME]
[INSERT SPONSOR'S CONTACT NAME AND POSITION]
[INSERT EMAIL ADDRESS AND PHONE NUMBER]

Date: