

# Sponsorship



**Bristol SU**

SU Development Team  
[bristolsu-development@bristol.ac.uk](mailto:bristolsu-development@bristol.ac.uk)  
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# Why explore sponsorship?

Every student group will have aims and objectives that they want to reach. Bristol SU is here to help you on a strategy and personal development level, but when it comes to financing and executing these goals, we expect groups to raise funds independently.

Sponsorship is a great way to do this.

Not only can sponsors help you raise funds, they can also help you with speakers, space or even freebies.

A sponsorship agreement is a contract between your student group and an external company, where the company offer their support in return for a service from your group.

Student Groups are also not included in Bristol SU's main VAT registration, which means they do not need to charge VAT on top of their income - this includes sponsorship income!

The Student Services team are able to help you check through contracts and the process will be outlined on **Page 8**.



# Why should companies sponsor you?

Making sure you know what you can offer a sponsor is key. You should be able to outline your vision for the sponsorship and why you are the best group for them to choose.

## Clarity

Make sure you know what your pitch is for your student group. Think about your unique selling point, who your group are and what you represent.

## Offer

You should feel comfortable speaking about all of the positives your group can offer a company. Student groups provide a **direct outlet to a profitable audience**, organise really **impressive events** and **initiatives at a low cost** and often have a **great social media presence**. Get comfortable talking about what you can bring to the table.

## Recognition

Think about what your group has achieved, so far and in the past. Not only could this inspire ideas about how you could work together with a potential sponsor, it lends itself to you showing off what you can offer.

## Expansion

What are your plans for this year? What growth can your sponsor help you with?

# What do you need?

There is currently a cost of living crisis, and where you and me may be cutting down on extra spending, many companies will be doing this too. Therefore, to get the best offer, it is worth thinking about what you really need from a sponsorship agreement.

## Finance?

How much money? Can you offer different services for lower or higher amounts?

Do they have costumes or equipment you could hire, borrow or recycle? Could they offer space or storage?

## Equipment?

## Expertise?

Can they give skills / training sessions? Could they supply you with speakers for an event? Guidance on a performance?

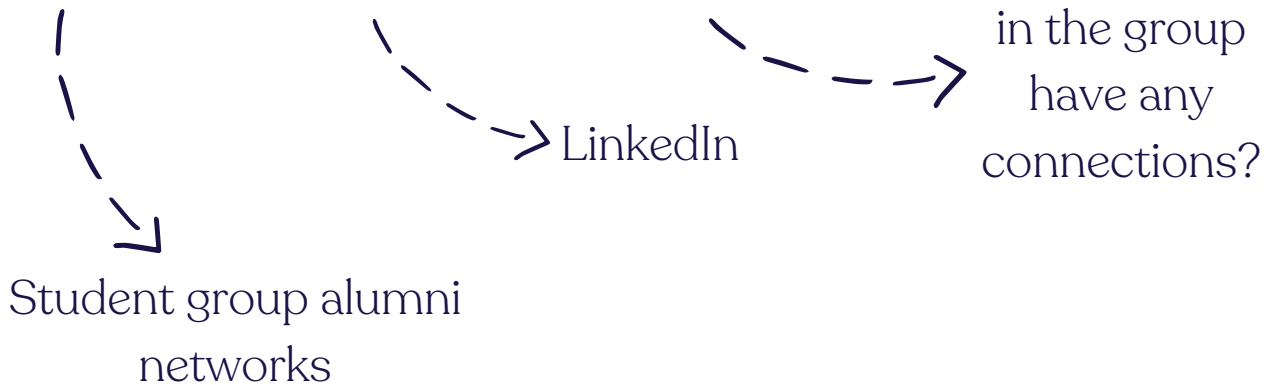
Could they donate giveaways, prizes, membership discounts or entry? How could you utilise this?

## Freebies?

# Who can you approach?

Once you've identified what you need and what you can offer, you should think about who you'd like to enter a partnership with.

## Personal connections



You can contact more than one!

## Local businesses

Do you frequently visit any local clubs, bars, pubs, restaurants or cafes? Use any specific shops to get resources?

## Allied aims and values



# How do you build a proposal?

Professionally outline your offer and what you'd like in return!

This could include different levels of sponsorship (bronze, silver, gold sponsors, eg.)

Different companies could be helpful for different needs.  
Personalise the correspondence.

You could set it out as a deck and include lots of information about who you are and what you do - this has been effective in the past.

You could also do simple and effective A4 document that lays out your offer.

Canva is a great tool for this!

Send it via email to a named person - utilise their website and LinkedIn - and let them know who to contact back. Including a phone number is helpful.

You could visit local companies in person.

# Negotiating terms and creating a contract

- Some companies may have their own contract they use, but we have a template you can use [here](#)
- Make sure that any terms are beneficial for both parties, are you fully comfortable with the deal?
- Don't over-promise and don't rush into signing - we are always happy to help you check through anything
- No contract = no deal!
- Submit your Sponsorship Invoice Request Form to us [here](#) - you'll need your sponsor's contact details and a scanned signed copy of your contract for this





# Maintaining your relationship

This is key!

Keep your sponsor updated with a termly call/meeting/newsletter

Make sure you are delivering on your side of the deal!

If successful, could be a long term deal for the group

If they aren't delivering their contracted deal, let the SU know and we can help!