

Sponsorship Guidelines

This is a guide for clubs on sponsorship and the checks and processes you need to go through if you are to obtain a sponsor for your club. This is to make sure you are getting a good deal for your club, and you are protected from the agreement you make.

- The first thing to remember and before anything is signed, you need to get the sponsorship looked over, and signed by the SU. This is so we can check over the sponsorship agreement to make sure you are following the guidelines set and you are not getting in an unfair agreement for you and your club.
- Here is a list of prohibited sponsors:

Gambling Companies
Pizza Takeaway Companies
Cigarettes / E cigarettes / Vapes
Part Time Job agencies
Gyms
Nightclubs that have a Wednesday Night or Saturday Night offer
Money Lenders

If you seek sponsorship from any of the above companies, it will automatically be rejected.

- There are other companies that would need to be checked on a case-by-case basis, which are:

Housing Companies
Alcohol Companies
Political Parties
Charities
Religious Organisations
Sports Nutrition
Academic Proof-readers / Essay Mills
Apps

- We also advise against commission-based deals where possible however these are more common now so we have allowed some to go ahead, but they would still need to be checked along with any other sponsorship agreement. We normally advise against commission-based deals as you normally have no

indication of how much money you would get from the agreement, and you often do not have much time to spend your money for the benefit of your club.

- Even if there are companies not listed above, any sponsorship agreement needs to be checked and signed off by the SU.
- Sponsorship is a partnership, not just a transaction. When seeking sponsorship, it's essential to recognize that sponsors look for value in return for their investment. Here are some key points to consider when establishing and maintaining a sponsorship relationship:
 1. Understand Their Goals: research the sponsor, understand the company's brand, target audience, and marketing goals. This will help tailor your proposal to align with their objectives.
 2. Create a Win-Win Proposal: outline mutual benefits, clearly define how the sponsorship will benefit both parties. This could include brand visibility, audience engagement, or promotional opportunities.
 3. Deliver on Promises: fulfil obligations, ensure that you meet all obligations outlined in the sponsorship agreement. This may include advertising, event representation, or social media promotion.
 4. Maintain Communication: regular updates, keep the sponsor informed about your activities and how their sponsorship is being utilized. Regular communication can foster a stronger relationship and open the door for future support.
 5. Show Appreciation: acknowledge their support, publicly recognize and thank sponsors in your promotional materials, social media, and events. Appreciation goes a long way in maintaining a positive relationship.
 6. Report on Success: share impact metrics, after the event or end of agreement, provide the sponsor with a report detailing the outcomes, audience reach, and engagement. This shows accountability and the tangible benefits of their investment.
 7. Cultivate Ongoing Relationships: consider ways to turn one-time sponsorships into multiple partnerships by continuously delivering value and exploring new opportunities together.

- In summary, while sponsorships can provide much-needed support, they also come with responsibilities. Approach these relationships with care and focus on building a collaborative partnership that benefits both you and the sponsor.
- The SU are here to check through and approve any sponsorship agreements you make. We are here to protect you and to make sure you are agreeing to a fair, realistic deal, which is for the benefit of your club and members.

To talk thorough sponsorship, to seek any more advice, or guidance or to send over any agreements that need to be checked, approved, and signed off, please email sjs46@bath.ac.uk.