

## SU Groups Sponsorship Guidelines

This is a guide for SU Groups on sponsorship and the checks and processes needed to obtain a sponsor for your event or activity. This is to make sure you are getting a good deal for your group, and you are protected in 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 getting a fair agreement for your group.

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 business types that would need to be checked on a case-by-case basis, which are:

Housing

Alcohol

Political parties

Charities

Religious organisations

Academic proof-readers / Essay mills

Apps

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 recognise 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: keep the sponsor informed about your activities and how their sponsorship is being utilised. Regular communication can foster a stronger relationship and open the door for future support.

5. Show appreciation: acknowledge their support, publicly recognise and thank sponsors in your promotional materials, social media, and events. Appreciation goes a long way in maintaining a positive relationship.

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 [sumarketing@bath.ac.uk](mailto:sumarketing@bath.ac.uk)