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Introduction

We’re here to help your committee secure sponsorship for your activity group or society. This guide will help you do that by explaining the recommended process you should go through, reminding you of the responsibilities that come along with it and teaching you how to protect your student group. However, every group and potential sponsor is different, so only use this document as a guide.

In this guide, you’ll find the potential benefits of sponsorship, ideas of what you can offer a sponsor, guidance on maintaining a good relationship with a sponsor and advice on what not to do when trying to secure a sponsor.

We’ve included a step-by-step guide you need to follow throughout the process, to make your sponsorship agreement is official. You’ll also find the supporting documents that need to be completed and returned to KCLSU.

Benefits

Some of the ways sponsorship can improve and develop your group are:

- Increasing society resources that are available for all members to use
- Giving you the opportunity to run your own events or competitions
- Allowing more opportunities to enter competitions (if relevant)
- Providing links with potential employers
- Opening up potential for student development workshops provided by the sponsor
- Improving the overall member experience of your group.

It’s important to remember that not all sponsorships are a straight forward exchange of money - you should consider what other support your group might need. For example, this could be an agreed product or service discount open to all members, or support through activity group member-only workshops.
What can you offer a sponsor?

Sponsors also want to get something out of the relationship, such as cost effective advertising for the company. Through your activity group, companies can:

**Advertise**

Helping to get a company’s name into King’s and the community is the most common form of sponsorship. This is usually done through displaying the sponsor’s logo on any sort of activity group kit, but you can get more creative! Here are some other ideas:

- Displaying company banners or promotional material at events
- Hosting the sponsor as a speaker, or attendee, for a networking event with members
- Having sponsors attend your events
- Hosting a stall in partnership with your sponsor, so they can promote themselves in an interactive way
- Contacting your members on their behalf, especially if you have a lot of members who are relevant to their company

If you’re thinking about adding a company logo to your kit, here’s a few things to consider:

- How much will it cost your group to add a logo to your kit in comparison to the amount being sponsored? Do the benefits outweigh the cost?
- Once the logo is on the kit, it will likely be there for some time. Do you have an ongoing deal with the sponsor?
- When will your members wear their kit? This might be a helpful selling point when requesting sponsorship; tell them when members will definitely be wearing them and who will see it. For example, you could say that all members of Diwali Show will wear their shirts at the show, where 500+ will be in attendance. This is a good selling point.
- You also need to consider how a sponsor’s logo sits next to the King’s or KCLSU logo, and your club/team logo if you have one.
- Where you place the logo on your kit should reflect the amount requested by your group in the sponsorship. On the next page are some places where you could put the logo.
Large logo on the back or front – sell at a high price

Small logo on the shirt sleeve – sell at a low price

Large logo on the back or front – sell at a high price
Attendance

Arranging to hold events with sponsors, or simply ensuring your members use the sponsor's service or products regularly, could be deemed very important to potential sponsors. Any opportunity where the sponsor can engage with your members will be seen as beneficial to them, and will increase their willingness to enter into an agreement.

Aiding with Promotions

Enthusiastic, motivated and vibrant people like yourself can be great ambassadors for businesses or companies; performing at a company's events or promotions can also be an effective form of sponsorship. Additionally, offering the services of your members to help publicise your potential sponsors could prove valuable.

Involvement in Activities

The experience and knowledge of your activity group is another valuable thing to offer. There are opportunities to offer this to potential sponsors in a way that also benefits your group. For example, if you are working with an external venue, you may be able to use their facilities at a reduced rate if you offer your experience to help with their other activities, such as coaching or teaching community groups.

This is just a short list of potential ways you can give back to your sponsor, or options you should consider when approaching a sponsor. Sponsors love new and quirky ideas, such as a new event or an award for your activity group that you name after the company. Or when holding an event, awards dinner, or show, invite a representative from your sponsors to give out a prize or say a few words about their company. Don’t forget to emphasise all the possible benefits for the company when proposing a potential sponsorship with them!

It’s important to remember that as an activity group you can offer much more to potential sponsors than just a t-shirt with their logo on it. Though affiliating with large organisations through society kit sponsorships may be highly prized in business, there’s a chance that your sponsors will not see it as an effective marketing tool at the university level. Be prepared to think outside the box, and use the strengths of your particular activity group to find something that can benefit both your group and the sponsors.
Maintaining the Relationship

Signing a sponsorship contract is the start of a commitment – make sure you read the do, do not and step by step guide later in this section. It’s important that you do your best to maintain this agreement with a sponsor. The more proactive you are in working with your sponsor, the more likely they are to sponsor your activity group in the future. Honouring your commitment is vital to maintaining a lasting, positive relationship between your group and sponsor. Also, breaking a legal agreement with a company could potentially have serious consequences.

Honouring your contract is a good place to start in keeping a positive relationship with your sponsor, but it’s also important to do more than just this. Here are some ideas:

- Send a thank you letter when the contract is signed, or when money or services are received
- Send them pictures of events
- Share examples of their money, logos or donations in action
- Put together a report, including pictures and examples of how money was used, with a short description of why their sponsorship was so important to your group

Do

- In the beginning, be clear about how you plan to benefit from your sponsors. Also, make sure you let them know exactly what you’re going to do for them and make sure you can do it.
- Make sure you follow up on all sponsorships by showing the company how they’ve helped you, and include examples of how you have promoted them. It’s a nice idea to send them termly reports of what your group’s been doing.
- Over the year, keep a scrapbook of the times you managed to get their name in any publication, keep letters that you have sent with their logo on, and take photos of events you have organised under their name.
- Approach your sponsors early to see if they’ve been happy with the partnership and ask about the possibility of extending the agreement.
- Make sure you get all the money you agreed, when you agreed. Also, make sure all sponsorship money goes through your society’s KCLSU account - not a private bank account or your KCL Department account.
- Deliver everything you said you would, otherwise you could have problems and you’re unlikely to get sponsorship from that company again.
Do not

In addition to the advice above, there are certain things you must avoid:

1. **No Contract, No Sponsorship**
   Don’t enter a sponsorship agreement without a signed contract. This guide, and the steps identified in it, are designed to help with your contract and safeguard you from unfair sponsorship tie-ins. For your sponsorship to be official, you must have a signed contract; an example can be found at the end of this guide. It must be signed by your potential sponsor, a society committee member and a KCLSU Activities Team Member.

2. **Do not commit the Students’ Union to anything**
   Don’t promise anything you can’t deliver yourselves, like promising access to the Students’ Union marketing channels or allowing your sponsors space at the Freshers’ Welcome Fair. Even if it’s through your table, this is not allowed – if you have any questions about what you can deliver, please contact us. Also, don’t promise anything on behalf of any other student groups - even if your group has a joint agreement, clearly define your responsibilities separately.

3. **All contracts must be approved and signed by a KCLSU staff member**
   Don’t have a contract that isn’t signed by the relevant member of KCLSU staff. If you don’t get staff approval, then any deal you’ve struck is not recognised by the Union. That means we wouldn’t be able to support you if the sponsor does something that wasn’t agreed. Also, keep in mind that your Activity Group Agreement states that you must stay out of debt to continue being a ratified group.
Step-by-Step Guide

To help you find and secure sponsorship, we’ve produced a step-by-step guide that’ll take you through the entire process.

1. **Find your Sponsor**
   The first step is to identify potential sponsors. Think about companies you use regularly - those you can offer something in return to or local businesses who may welcome the exposure. Remember that one of your biggest assets is your members! Consider companies that run graduate schemes or offer student specific services that are relevant to your members. Lastly, ask your members if anyone has connections with a business who might be interested in promoting their services to university students. Contact these sponsors first!

2. **Introduce Yourself**
   Once you have identified a suitable sponsor, introduce your activity group to them. The best way of doing this is to send an email (or letter) detailing who you are and what type of partnership you’re looking for. Who you send this to will depend on the size of the company, as some larger companies have foundations that handle financial gifts/sponsorships. From this introduction, your potential sponsor will likely let you know the next steps for submitting your proposal.

3. **Prepare your Proposal**
   Remember to keep your proposal simple and realistic. Please use the contract template provided in this guide to help you outline the terms of sponsorship you’re proposing. This’ll guarantee that your agreement doesn’t break KCLSU rules or put unnecessary strain on your group. If you’re ever unsure about what’s acceptable to put in your proposal, get in touch with our Activities Team at activities@kclsu.org.

4. **Discuss with the Sponsors**
   Once you’ve created a proposal that’s in line with the KCLSU contract template provided, discuss your proposal with your sponsors. Think about how you want to do this - face to face (definitely if they are local/small), over the phone, or by email. These conversations are important, because they give you the chance to discuss other options that may not have been in your original proposal. If you’re happy with what the sponsor is offering and what your activity group is offering in return, then move on to step 5.
5. **Complete the Sponsorship Agreement**
   Fill in the sponsorship contract (template provided in this guide), detailing all you've agreed when meeting with the sponsor. It's important that you include as much detail as possible, in case there are any issues with your sponsorship later on. Think about any possible things that might go wrong, or any circumstances where you might not be able to deliver what you've agreed.

6. **Get it Signed**
   To make your agreement official, you need to get your contract signed by the sponsor and a member of your society who'll be responsible for it. Then, email the signed contract to our KCLSU Activities Team for approval at activities@kclsu.org. The Team will review the terms you've agreed and have the right to request changes to the terms before final approval. Once the sponsorship agreement has been approved, the fully signed contract will be returned to your group. We'll also keep a copy in KCLSU records to support you in meeting the agreement.

7. **Fill in an Invoice Request Form**
   Once you have the fully signed agreement from our KCLSU Activities Team, you can fill in the Invoice Request Form, which can be found in this guide pack. Send the completed Invoice Request Form, along with the fully signed contract, to our KCLSU Finance Team. They need this information to invoice the sponsor for the money you've been promised!

Please note, many large companies have online sponsorship applications that they’ll require you to fill out. These companies may not offer the opportunity for you to meet someone from their organisation and discuss potential sponsorship possibilities. In these cases, it's important that your group has a clear understanding of what you want from the company and what you’ll offer them when filling out the online application.

If you find yourself in this situation, please inform our Activities Team that you're receiving funding. Also, send the proposed agreement to activities@kclsu.org, so you can get it signed (see step 6).
Sponsorship Contract

This Agreement is made ........................................ (date)

BETWEEN

(1) (“The Recipient”) ........................................ Society, King’s College London
Students’ Union, Bush House, South East Wing, 300 Strand, London, WC2R 1AE

and

(2) (“The Sponsor”) ........................................

1. The Sponsorship Period

1.1 This Agreement shall be deemed to have commenced on ........................................
and shall continue until ........................................ (“The Sponsorship Period”),
which is a one year period.

1.2 After a four month period (or at the end of the autumn term), The Recipient
shall provide a written report of sponsored activities since commencement
and a similar report at the end of the spring term. This shall be submitted
using the template provided by The Sponsor only.

1.3 A review of the sponsorship deal can then be commissioned resulting in:

1.3.1 Either party withdrawing from the contract

1.3.2 The Sponsorship Period being continued for a further period under
existing terms

1.3.3 An increase in Sponsor profile, by increasing sponsored activity at the request
of The Sponsor

1.4 There shall be no monetary penalty for total withdrawal by The Sponsor
following The Sponsorship Period.

1.5 This Agreement is based upon current activities and exposure of The
Recipient. Should any significant change occur which impacts on this,
then the sponsorship deal can be reviewed at the end of the academic
year resulting in:

1.5.1 Either party withdrawing from the deal
2. Sponsorship Fee

2.1 Subject to the provisions of this Agreement and to The Recipient performing its obligations hereunder and in consideration of the rights granted by The Recipient to The Sponsor, The Sponsor agrees to pay an annual Sponsorship Fee of £500 per annum (excluding VAT) payable in a single tranche on receiving an invoice from The Recipient after ....................... This amount is fixed for The Sponsorship Period, subject to the conditions above. Invoices not submitted within six weeks of the dates stipulated are eligible for rejection by The Sponsor. This is at The Sponsor’s discretion.

2.1.1 Invoices are to be sent to:

Invoices must be typed, not hand-written and the invoice information required must contain the content and format as set out in the template attached to this contract.

2.1.2 Invoices will not be processed for payment if the content and format of the information is not set out as stated on the template.

2.2 The Recipient acknowledges and confirms that, save as otherwise expressly recorded in this Agreement; The Sponsor shall not be liable to The Recipient or any other person for any additional cost or expense besides the annual Sponsorship Fee

2.3 The Recipient acknowledges and accepts that payment can take up to eight weeks from submission on the invoice to be paid

3. Sponsors rights

The requirements of .................................................. Society are as follows:

3.1 The Sponsor will become and remain for the term of this Agreement the main sponsor of the Recipient and the Recipient shall consult the Sponsor prior to entering any agreements with other sponsors.

3.1.1 The Sponsor will have the right to be consulted over how the sponsorship fee will be spent and will have the right of confirmation over the use of the Sponsor’s logo at all times

3.1.2 The Sponsors KCL Alumni will be granted a profile on the group’s website

3.1.3 The Sponsor will send emails to the Recipient to be forwarded onto all members at the request of the sponsor (copies of these emails to be kept as evidence to be submitted in the sponsorship report)
3.1.4 The Recipient agrees to involve the Sponsor in any future career events within the Sponsorship Period.

3.1.5 The Recipient agrees to grant the Sponsor a full page promotion/advert in the group’s magazine publication.

3.1.6 The Recipient agrees to invite the Sponsor to take part in the group’s planned mentoring scheme where appropriate.

3.2 The Recipient confirms there are no existing agreements or arrangements with third parties at the date of this agreement which would restrict or prevent The Sponsor’s full and unfettered entitlement to enjoy and receive the rights and licences granted to it under Clause 3.

3.3 The Recipient accepts the responsibility to produce a short report as outlined in Clause 1.2 detailing promotion undertaken for The Sponsor and any other information which may be deemed of interest to The Sponsor. Photographs, copies of emails and other forms of evidence are to be included in this report. Failure to submit these reports on time will result in termination of the contract by The Sponsor.

3.4 The Recipient will provide a dedicated representative to The Sponsor, who will be responsible for ensuring the terms of the sponsorship agreement are followed and for reporting back to the Sponsor.

3.5 The Recipient is responsible for any banners/materials given to them as part of this agreement. Banners/materials remain the property of The Sponsor and are to be returned at The Sponsor’s request. Should any banners/materials fail to be returned, The Sponsor has the right to recoup production costs from The Recipient.

4. Sponsors Obligations

In exercising the said rights and licences, The Sponsor shall, subject to receiving appropriate invoices within the set timeframe, pay to The Recipient The Sponsorship Fee when the same falls due for payment as set out in Clause 2.

5. Sponsors Obligations

The Recipient shall not use any of the rights granted herein and shall ensure that no member of The Recipient shall make any public statement in a manner which, in the reasonable opinion of The Sponsor, is or might be prejudicial or defamatory to the image and reputation of The Sponsor.

6. Sponsors Obligations

The Recipient agrees to give The Sponsor first refusal to renew the agreement, with an option to withdraw after one year if the terms of the Sponsorship Agreement are not being met.
KCLSU Sales Invoice Request Form

Customer Name
Customer Contact Name
Customer Contact Email
Customer Telephone Number
Customer Contact Address
Invoice Description
Invoice Amount
Society/Sport Club Name

Nature of the income
(Such as Sponsorship with/without reward, ticket, donation, service provide etc.)

Customer PO Reference
(KCL and some big companies require to have their PO number to stated on the invoice, otherwise, the invoice will not be paid.)

Invoice Requested By
Invoice Request Date
Get connected

Like us, follow us and get connected. It makes us really happy when students engage with us on our social media channels, so next time you’re online, tweet us, share your photos or write on our timeline.

- kclsu.org
- facebook.com/kclsupage
- @kclsu
- @kclsu