



SUBU
Students' Union
Bournemouth University

Sponsorships

Building your offer package

Why get a sponsor?

Simply, Sponsorships could enhance your experience as a Society.

There are a range of different types of sponsorship that range from monetary contributions to your activity, discounts and experiences, through to sponsors who could provide placements or work experience as sector specialists .



Who can Sponsor you?



**Local
businesses**



**National
organizations**



**Family and
Friends**

Things to consider

- What do you want the sponsorship for?
- Is this sponsorship inclusive for your members?
- How much money/what goods, services, access do you need?
- Do you have any other sponsors already?
You should be transparent about this with your sponsors if/when they ask.



Things to consider

- How will money be spent/resources used?
- Do you have a specific sponsor in mind?
- Is this sponsorship offering your members opportunities or benefits that link to the aims of your society?



Developing your offer package

- Begin to plan out your offer package.
- Approaching a Sponsor with an offer can allow you to develop a bespoke sponsorship agreement with them.
- Remember, your offer must be something you can maintain and align with the rules and regulations of the Students' Union.



Contacting Sponsors

Now that you have put your sponsorship proposal together and thought about the specific things you want/are willing and able to offer in return, you are ready to negotiate with sponsors!

You can approach sponsors in a variety of ways, but it can be important to keep a record of what correspondence you've had to make sure your agreement has been understood by both parties.

Do's:

- Follow up with your sponsor!
- Be bold with who you choose to approach
- Focus on sponsors that will give you unique offers
- Provide a Sponsor Contact to SUBU

Don'ts:

- Give your sponsor any access to things
- Don't offer student emails or personal details to an external group
- Don't sign any agreements without seeking approval from the SU.

Agreements

The SU must see a copy of the contract between you and your sponsor before anything is signed.


If your sponsorship includes you receiving commission of any kind, it is your responsibility to organize this with the SU Finance team by raising an invoice request.

This is available on the Committee Zone.

Once approved, you **must** provide SUBU with a copy of the contract signed by both parties.

The background of the slide is a photograph of a crowded student event, possibly a fair or festival, with many people walking around. The entire image is covered with a semi-transparent teal overlay. In the center, the text "Any Questions?" is written in a large, bold, dark blue font.

Any Questions?

The SUBU logo consists of the letters "SUBU" in a bold, dark blue, sans-serif font. Below the letters, the words "Students' Union" and "Bournemouth University" are written in a smaller, dark blue, sans-serif font.

SUBU
Students' Union
Bournemouth University



WONKERS

STUDENT ONLY



EVERY WEDNESDAY

LIFE'S BETTER WHEN YOU'RE WONKED



The Old
Fire Station

10pm - 3am



Sponsorship Funding

Depending on the size of your society, you could earn thousands in sponsorship funding each year!

Perks for getting involved:

- Committee receive FREE entry to Wonkers
- Members get discounted tickets to Wonkers

What you could spend your funding on?

- End of year trips & celebrations
- Custom merchandise (hoodies, t-shirts & more)
- Covering travel for socials, matches & events
- Promotional materials for your society