

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 .

SUBU
Students' Union
Bournemouth University



Who can Sponsor you?

SUBU
Students' Union
Bournemouth University



Local businesses



National organizations



Family and Friends

SUBU
Students' Union
Bournemouth University

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.



SUBU
Students' Union
Bournemouth University

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?



SUBU
Students' Union
Bournemouth University

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.



SUBU
Students' Union
Bournemouth University

Contacting Sponsors

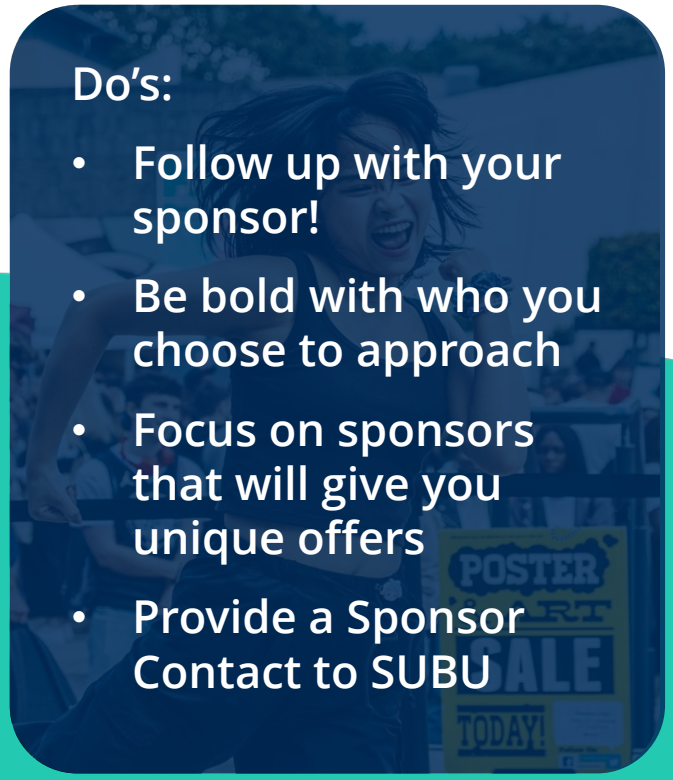
Now that you have put your sponsorship proposal together and thought about the specific things you want/are willing and able to offer in return, you are ready to negotiate with sponsors!

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.

SUBU
Students' Union
Bournemouth University

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.



SUBU
Students' Union
Bournemouth University

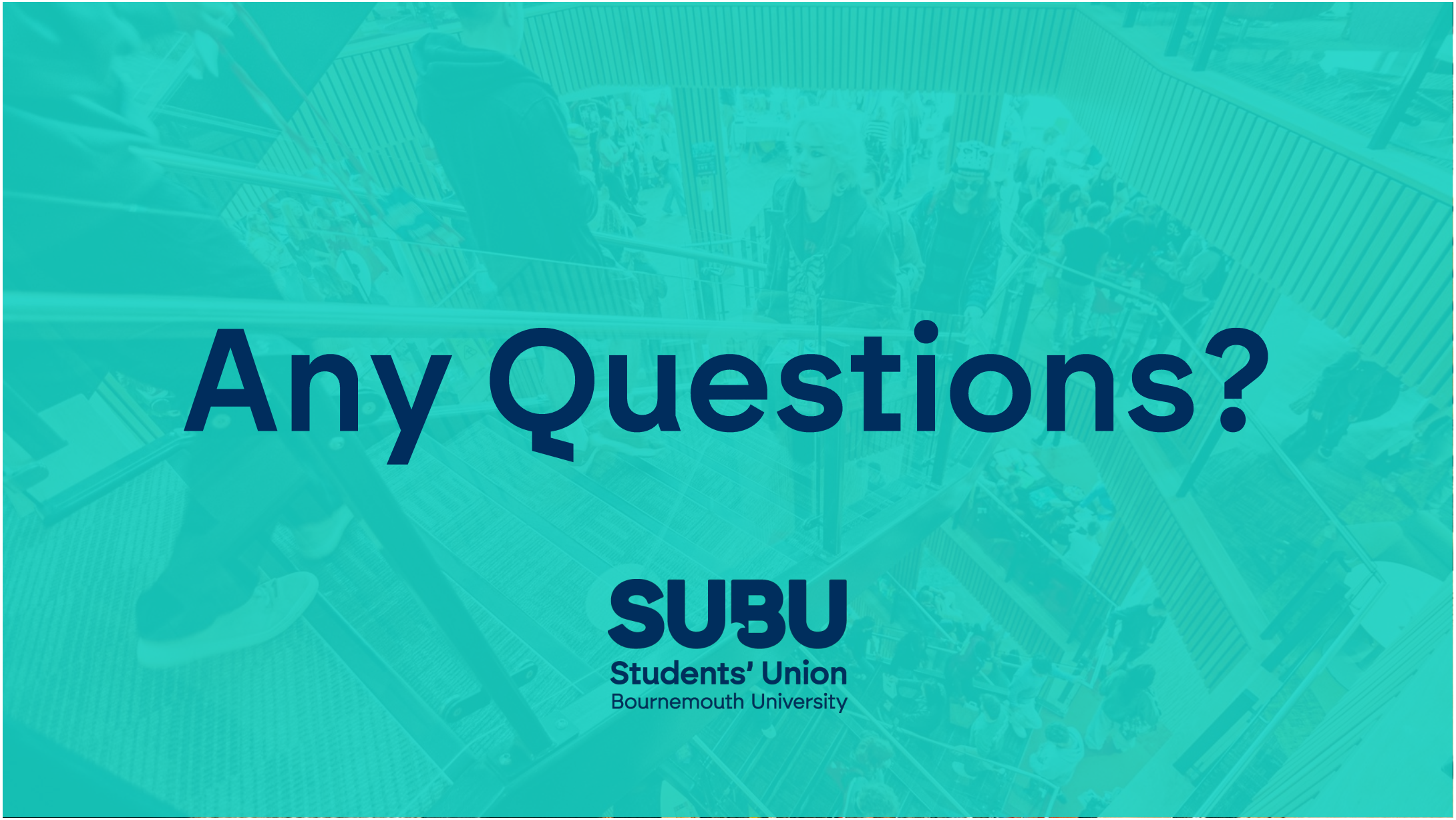
Agreements

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.


Any Questions?
SUBU
Students' Union
Bournemouth University