**Sponsorship Proposal Overview**

The following document is aimed to give SUBU Clubs & Societies an overview and insight into gaining a valuable sponsor/partner for their Club or Society.

Firstly, the area of sponsorship is not an exact science; there is no exact calculation or method to work out the value of sponsorship. There are numerous writings and sponsorship theories. However, essentially, it comes down to the perceived value of a brand being closely associated with the good will, reputation, brand values, identity and publicity of an event, club or society. It has to be a mutually agreed figure for the Club/Society and partner.

The proposal is geared to identify what your Club or Society stands for in the minds of fellow students, combined with potential cost & marketing opportunities, which will aid you and any potential sponsorship partner towards a realistic financial figure to contribute to Club or Society costs.

At this point it is important to note that any partnership arrangement is sought in complete consultation with the Club & Society and no sponsorship arrangement is to be signed or agreed without your Club President authorisation.

Please return and complete Sponsorship Proposals to Andy Elsey, SUBU Sales Executive via email [susales@bournemouth.ac.uk](mailto:susales@bournemouth.ac.uk) and you can talk through any points or potential sponsor contact directly on 01202 96461. Once a proposal is summited, a sponsorship partner is not guaranteed although Andy will work hard to seek local opportunities and keep you updated of any progress.

**The Sponsorship Proposal**

**Club or Society Overview**

A short overview of the club - what your club and society is about, what it stands for, its main aims and practices. This can be just a sentence or a paragraph.

**Key Club Contacts**

President details – name and email

Treasurer – name and email

**Training & Match Days**

An opportunity to give detail of publicity & exposure a potential sponsor can gain from sponsoring your club or society. As most potential sponsors, even if a national brand, are local franchises, a focus on local exposure opportunities would be recommended, e.g. If you training locally or play local fixtures, or have a competition locally. This may also include press attention they may receive.

**Club Cost/Expenditure**

This section is an opportunity to justify the requirements for sponsor revenue and what the additional revenue may contribute to.

This only needs to be brief and give expenses as this supports the amount you are actually asking sponsor for.

This section can include costs such as; equipment, match day fees, transport, hire fees, event promotional marketing, for example.

###### Sponsorship Opportunities

###### Be realistic and try not to over commit.

###### Branding Examples

* Sembcorp Bournemouth Water Branding on six boats Logo size**-** 4” by 12” both sides of boat
* Sembcorp Bournemouth Water Branding On training and Race Day tops
* Sembcorp Bournemouth Water Branding on Boat trailers

###### Sembcorp Bournemouth Water Logo in association with the Annual Training Camp.

###### Website to include Sembcorp linked URL Logo on Club website www.bubc.co.uk

###### Events Examples

###### Annual Awards Dinner – Past and present members attended a black tie dinner, awards, presentation evening Sembcorp Bournemouth Water Sponsor attendance and named prizes.

###### Media coverage Examples

###### Sponsor mentioned in associate with Rowing Club in following Media coverage.

###### The Rock, Nerve, SUBU editorial

###### BUBC Rowing Club Website link

###### BUBC Rowing Club Twitter and Facebook

###### Charity fundraising – Sponsored row

**The Sponsor Example:**

**We are currently requesting a contribution to cost of £\*\*\*\*\*plus V.A.T for an annual sponsorship of the Rowing Club**. Please feel free to contact me on 01202 961461 if you have any other questions. The Rowing Club President will be also keen to speak to you too and happy to present the club and the proposal to you and your team. They are a very passionate hard-working team to be associated with.