



Sponsorship Checklist (Clubs & Societies)



Before You Approach a Sponsor

- Is the sponsor **allowed**? (No bars, pizza companies, letting agents)
- Can your club realistically **deliver what they'll expect**?
- Is this a **short-term (1 year) agreement**?
- Have you identified **what you want** (money, kit, discounts, etc.)?


Agreeing the Sponsorship

- Clearly agree **what you're getting** (be specific)
- Clearly agree **what you're giving back** (e.g. posts, events, promotion)
- Keep commitments:
 - **Specific** (e.g. "3 social media posts per term")
 - **Realistic** (committee + members can deliver it)
- Agree the **amount you want to receive (NET)** before VAT is added, so you don't lose income

Completing the Contract

- Use the **official SU Sponsorship Contract**
- Fill in all sections clearly:
 - Sponsor details (completed by sponsor)
 - Financial or services agreement
 - Responsibilities (what you will do)
- Avoid vague wording like:
 -  "Regular promotion"
 -  Replace with: "1 post per month"

Finance & Payments

- **All money must go through the SU**
-  Do NOT:
 - Accept cash directly
 - Use personal or club bank accounts
- Confirm:
 - Payment schedule (single or instalments)



- What funds can be used for (if restricted)

✔ **Approval & Sign-Off**

- Contract signed by:
 - Club/society representative
 - Sponsor representative
 - VP Student Activities
 - SU Chief Executive
- Submitted to Student Activities Team
- Approved before anything begins

⚠ **Red Flags - STOP if any apply**

- "We'll sort the contract later"
- Sponsor asks to pay you directly
- You're unsure what you're committing to
- Agreement feels **too good to be true**
- You feel pressured to agree quickly
- The agreement isn't written clearly in the contract

👉 If in doubt: **pause and ask the SU team**

✔ **Final Check Before Signing**

- We understand what we are agreeing to
- We are confident we can deliver it
- It has been checked with the SU team

🚀 **Once Approved**

- SU raises invoice (for financial deals)
- Follow through on your commitments
- Keep a record of what you deliver
- Review at the end of the year before renewing

💡 **Key Reminder**

No contract + no SU approval = YOU are liable.