**Club Sponsorship Proposal / Contract**

**Information for Clubs**

This document is for the use of all clubs affiliated under the University of Stirling Students’ Union Constitution (2010). Securing sponsorship or financial aid from any organisation can be a long-winded and difficult process. The first step is to establish what your club could benefit from (cash, free access to a venue, discounts, supplier goods, etc.) and what it can offer in return to different types of companies/organisations. Once you have found a sponsor whose needs are compatible with yours, it is then about formulating a clear agreement that is realistic, fair and that both parties can deliver.

This document outlines, using a Sports Union example, how a formal sponsorship proposal/contract can be drawn up and presented. Under the specific headings below, an explanation is given for each of the areas of the *mock* 'Club Sponsorship Proposal/Contract'.

Please **DO NOT** sign or agree to any document or proposal with your sponsor before consulting Students’ Union staff or sabbatical officers.

**What is Sponsorship?**

Sponsorship, of all the marketing communications tools, has the greatest potential to allow a company to form a relationship with their customers (Geldard & Sinclair, 2002).

 *'Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return some rights and association that may be used for commercial advantage.'* (Sleight, 1989 *cited,* Quick *et al*, 2003*)*

**Summary/Introduction**

Outlines the general contacts details of the parties included in the contract and an overview of the sponsorship contract.

**Club Details**

Presents background information for the sponsor of the club. This section describes previous sponsorship history and expectations, realistic objectives of the club for the future (e.g. that year).

**Sponsor Details**

Outlines details of the sponsor. This should usually be completed by the sponsoring organisation, or by personal research on the sponsor. This section must be checked and authorised by the sponsor.

**Description Of Proposed Sponsorship**

Summarises the proposed level for the sponsorship agreement in terms of sponsorship rights, purposes for the sponsored and sponsor and responsibilities.

**Terms Of Sponsorship**

**Target Audience**

Expresses the key target markets that the sponsorship agreement will be focused on and involve. Who will the sponsored target and attract? Who will the sponsor target?

**Costs For Sponsor**

Details the financial costs involved within the sponsorship agreement. Includes the time frame for the agreement, dates for the financial exchange, details any financial instalments. A description of the cost details is required.

**Club Benefits From Sponsorship**

Outlines in bullet form the key benefits, advantages and favours for the club.

**Sponsor Benefits From Sponsorship**

Outlines in bullet form the key benefits, advantages and favours for the sponsor.

**Development**

Describes the potential future opportunities for the sponsorship agreement/partnership between the parties. This must be approved by both parties.

**General Terms And Conditions Of Sponsorship And Clauses**

The 'small print' of the agreement. Includes the important details of the agreement. Such details would include legal requirements.

**Any Other Relevant Information**

Other relevant details to the sponsorship agreement

**Monitoring The Agreement**

E.g. Frequency of meetings between parties and who is to attend, details of key performance indicators

**Termination Terms**

Details of notification of contract termination.

**Authorised Signatures**

Details of signatories, names and signatures.

**Below is an example of a proposal/contract for sponsorship, please use this as your template and print it separately**

**CLUB SPONSORSHIP CONTRACT**

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| **University of Stirling Students Union - Club Details** |
| **Name of Club:**  |
| **Contact for the contract :**  |
| **Committee Position:**  | **Tel No:**  |
| **Email:**  |

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| **Sponsor Details** |
| **Name of organisation/company:**  |
| **Address:**  |
| **Contact name:**  | **Job title/Position:**  |
| **Tel No:**  | **Email:**  |
| **Sponsorship Type:**  |
| **Sponsorship Total:**  |
| **Contract Length (Start & End Dates):**  |

**Description Of Sponsorship**

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**Club Description** (What type of club (i.e competitive & social – or recreational & social, etc) background info (past sponsorships, membership, events, etc.) and expectations for achievements/membership/events for the year ahead.)

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**Sponsor Description** (What type of company/organisation, what type of services/products, background and expectations.

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**Terms Of Sponsorship**

**Sponsor Target Audience**

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**Costs For Sponsor** (Description and details of any financial agreement)

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| **Duration:** |  | **Total cost** | **£** |

**Benefits Of Sponsorship For The Club** (including non-financial benefits)

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**Benefits Of Sponsorship For The Sponsor** (including non-financial benefits)

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**Development (**Future opportunities include…)

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**General Terms And Conditions And Clauses** (e.g. 'the small print', exclusivity, restrictions, etc.)

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**Any Other Relevant Information**

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**Monitoring The Agreement (e.g. KPIs, review dates)**

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**Termination Clause**

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**Authorised Signatures**

|  |  |
| --- | --- |
| **Club Representative** | **Sponsor Representative** |
| Name:  | Name:  |
| Signed:  | Signed:  |
| Date:  | Date:  |

|  |  |
| --- | --- |
| **VP Communities / Sports President** | **Students Union Staff Member** |
| Name:  | Name:  |
| Signed:  | Signed:  |
| Date:  | Date:  |