

Clubs & Societies Sponsorship Guide



**USASA
Clubs &
Societies**

Find your flock.



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Introduction

The University of South Australia Student Association supports all our clubs and societies to actively seek sponsorship. Sponsorship is an opportunity for clubs to gain an extra stream of income which can be used to develop and support the club. There are many reasons a company may wish to sponsor your club. These include:

- To give the company name exposure and specifically reach their target audience
- Enhance the image of the company/service/product
- Directly increase customer base and sales

Please note that USASA Clubs may not enter into sponsorships with any of the following companies:

Alcohol and tobacco companies

Gambling companies

Contract assignment writers

VISA Lawyers/Immigration Services

Political Parties

Education Services that conflict with UniSA

USASA is committed to representing all students and has active policies on equal opportunity. Therefore, any sponsorship activity that could offend any members on the grounds of race, religion, gender, or sexual orientation is not permitted.

Sponsorship Process

Proposal

The first step in securing a sponsorship package for the club involves writing a proposal to the potential sponsor. The proposal can be either an email or a letter and should include the following:

Opening:

- Who the proposal is from - including a name, email and contact number in case the company has any questions.
- Full name and title of the person the proposal is addressed to.
- An introduction of your club and its affiliation with USASA. Present a positive image of the club and outline how the company can benefit from an association with it
- Brief overview of the club - including size, membership demographics, previous successes, etc.

Benefits you can offer:

- Consider publicity, promotions, discounts, and opportunities for products/ services to be sold.
- Show how the company's image can be enhanced through being associated with your club, e.g. advertising, acknowledgements.

Making reasonable requests:

Be practical when determining the sponsorship 'price'. It will need to reflect the benefits you are offering the company. Make sure you consider:

- Amount and type of sponsor exposure
- Audience potential to sponsor - who and how many people can you market to
- Compatibility of the sponsor and the club's activities
- Potential for sponsor to increase customer base and/ or public image
- Size of sponsor's PR budget and current promotional commitments they may have

Meeting to 'Seal The Deal'

Some companies may want to meet in-person to further discuss the sponsorship before agreeing to anything. Once you have a meeting date the most important thing is to get the right person from your club to attend it, and ensure they are punctual and appropriately dressed. It is important to remember that the people you approach are dealing with clubs and organisations requesting money every day. If you know your club, and believe in what you are offering, your genuine interest and sincerity will be advantageous and help seal the deal.

Sponsorship Process

Receiving Money

To receive money from a sponsor the club will likely need to quote an Australian Business Number (ABN). Contact the USASA finance team to arrange for invoices to be sent to confirmed sponsors via the webform here: USASA.sa.edu.au/surveys/28/

Keep the Sponsor Up-To-Date

- Provide them with tickets to your events
- Send copies of newsletters, advertising and promotional material
- Keep a record of what support you offer the sponsor throughout the year for future reference and to encourage sponsorship for the next year
- Where appropriate, display sponsor's name on uniforms, clothing, club equipment, promotional material etc.
- Offer the sponsor opportunities to market their products/services to your club members
- Acknowledge your sponsors support via announcements at club events and prominently display their name
- Send a thank you letter
- Ask them if they were satisfied with the level of service the club provided to them. This feedback will be valuable for future sponsorships

Note: If you are unsure of any conflict with USASA business partners please contact the Clubs & Societies team for clarification at USASA.clubs@unisa.edu.au

Sponsored Events & Activations

Sponsor presence at any club event or activation must be approved by USASA and UniSA Facilities Management prior to the event or activation taking place. To obtain approval, the Club Executive Committee is required to provide all requested sponsor-related information as part of the event booking process. Please refer to the website for more details about the event booking process here: USASA.sa.edu.au/clubs/about/runevent/

In some circumstances, USASA or UniSA Facilities Management may decide to withhold permission or set additional requirements on the sponsor's participation in a sponsored on-campus event. All sponsor representatives attending an on-campus event count as an external contractor and must complete the UniSA FMU online Contractor Induction prior to attending on campus. On the day of the event or activation all sponsor representatives must report in at FM Assist and follow all instructions before attending the event.