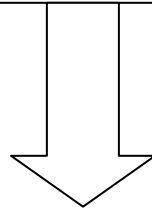


Leeds University Union

Sponsorship Step by Step Guide

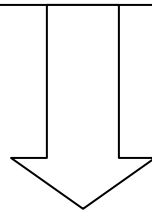
Identify the event/activity to be sponsored

Make it realistic, appropriate & suitable



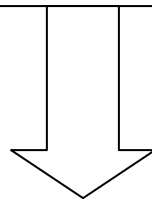
Identify what you can offer potential sponsors and use as selling points

Media, exposure, involvement, publicity



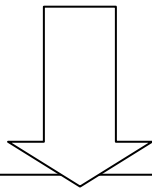
Identify / contact potential sponsors

Based on selling points, use resources to get contact details and speak to the relevant person/department. Enquire about key objectives etc.



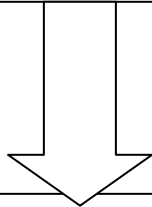
Write a proposal

Back it up with facts/figures. Communicate it to them explaining it is flexible. Ask about their key objectives and how the proposal can be changed to better suit them.



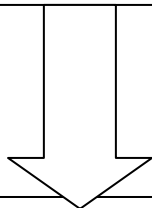
Write an agreement

Agreement must be in writing and signed by both parties. Copies kept safe. Ensure **ALL** details on the agreement.



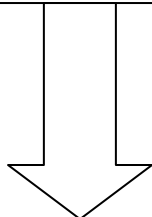
Agreement checked

Get agreement checked by marketing department **before being signed!** Send to s.l.thornewill@leeds.luu.ac.uk or send to Your ARC co-ordinator.



Raise an invoice

Do this to finance standards, ensure it's detailed.



Manage your sponsorship

Ensure both parties have kept to their side of the deal. Keep evidence of your side and build a portfolio to send to client/ to keep. Constantly communicate with sponsor to ensure they are happy and so are you. Get **feedback** after event/activity – think about next year!