

# HOW TO SPONSORSHIP



As a students' club/society, beside applying for funding through Students' Council or SEEF – the two main sources of funding for most of the clubs/societies at ANU, you should also pay attention to the opportunity of seeking external sponsorship. Here are some simple steps that I hope will help you

## 1. Self-assessment - know your SWOT

Before you start doing anything, it would be good if you can conduct a self-assessment on what are the biggest strengths (e.g.: membership base) & weaknesses (e.g.: lack of experience in event organisation) for seeking sponsorships. As the result, you then can identify the potential opportunities and threats which will help you to make a better plan about who you can approach and more likely to reach an agreement. The potential sponsors can include:

- University
- Local businesses
- Government
- Commercial companies

## 2. Develop sponsorship package - what you can offer

You may want to develop a sponsorship package based on your clubs' SWOT and therefore save time on explaining what your club can offer when you are contacting multiple organisations at once. It would be good if you can include the specific type of sponsorship you are seeking in the package. Please remember that monetary sponsorship is not the only sponsorship you can seek – depending on the needs of your clubs/society sometimes it can be: transportation, deals for your members, access to certain venues for your events and etc.

## 3. Getting in touch - learn what they want

After you have your sponsorship package ready, it would be time for you to start getting in touch with some potential sponsors. It's also quite important for you to find out what your sponsors want and how you can meet that. Even it is something your club/society is not capable of doing, it is still worth noting down and reproach the organisations again when you have the capacity.

## 4. Before you seal the deal, make sure you are protected

After you've reached the agreement with your sponsors, always remember to have a legally binding document signed containing all the terms and conditions both parties have agreed to. This is extremely important if your sponsor will only

provide you with the sponsorship after you have done your part. It's also important to know that don't promise anything you cannot do otherwise your sponsor may take legal actions against you. Please remember that we have professional lawyers at ANUSA who can help you with drafting the document.

### **5. Finalise the deal, carry out the terms and receive your sponsorship**

Try your best to turn your words into actions – it will get easier and easier after you have demonstrated your ability and had some good partnerships with some of the organisations. It's also important to make sure that there is an agreed date when you will get paid – depending on the agreement you have with your sponsor it can be either before or after the terms been carried out.

### **6. ANUSA can help**

If you have any questions, no matter which stage you are at during attaining the sponsorship that will help your club/society develop, please always remember that ANUSA can help. We have professional lawyers who can help you if there is any legal dispute between your club/society and your sponsor and we can also help you get in touch with other organisation if there is any assistance you need that ANUSA can't provide. We will always be here for you.