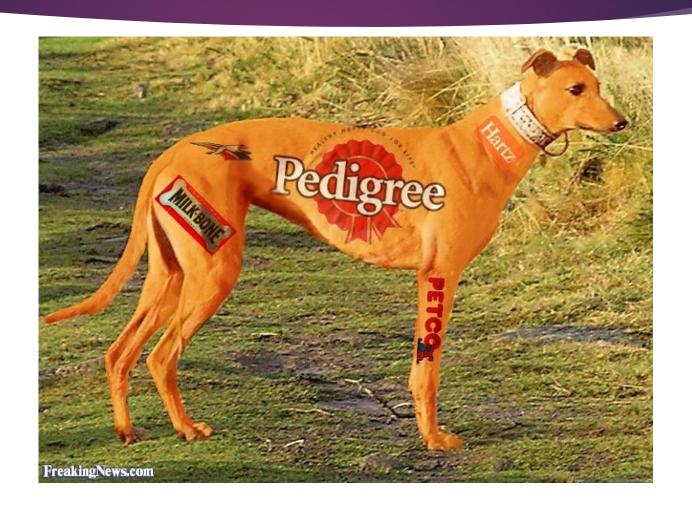
Sponsorship, Fundraising & Events

JO MANNION

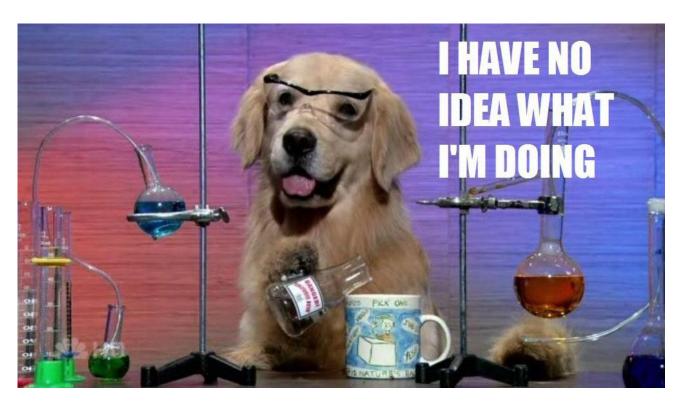
CLUB DEVELOPMENT OFFICER

Sponsorship



What can my club offer a sponsor?

- Social Media Coverage
- Attendance at venue/events
- Volunteers for promotional work/events
- Coaching Services
- Advertising space (e.g. on kit)
- Graduate trainees/employees
- Product Vlogs/Blogs



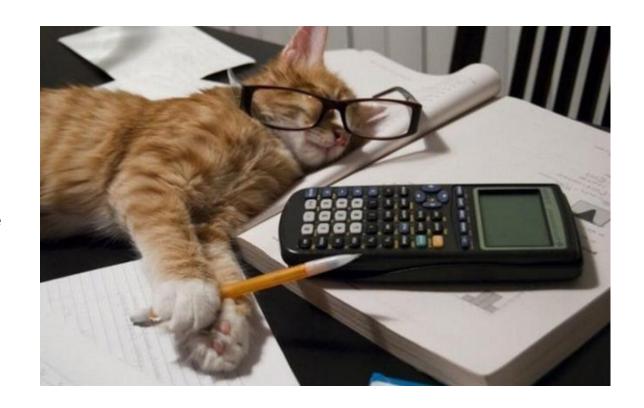
What can a sponsor offer my club?

- Money
- Venue for hosting events
- Food
- ▶ Work experience
- Jobs
- ▶ Clothing
- Prizes
- ► Contacts



What should we do before we visit a sponsor?

- Do your homework find out about your potential sponsor - this will create a good impression and ensure you want to work with them!
- Check there is no conflict of business interest with the University e.g. no gym providers!
- Check the sponsor out on Company House
- Decide what the club wants to offer (be realistic, don't over commit yourself)
- Decide what the club wants in return again be realistic!
- Send an introduction letter and request an appointment



What should we do after we visit a sponsor?

- Get the agreement approved and signed by all parties (sponsor, club and Sports Office)
- Try to get as much money up front/before Xmas as possible
- Be clear on how you will both know you've fulfilled the terms of the agreement (e.g. visit log)
- Keep in regular contact with your sponsor to make sure they're happy! Why not invite them to an event or fixture?
- Don't take your sponsor for granted!!!
- Speak to your sponsor early if you are struggling to meet the terms of the agreement!
- Don't spend the money until it's been received (check with the Sports Office)
- Contact them early to discuss next year



Previous/existing sponsors

- The BOX
- Manahatta
- Revolution
- Fancy Dress Shop
- Voodoo
- Dacre, Son & Hartley
- Co-op
- Charlton Morris
- Popworld

- Sky Bet (Graduate Recruitment)
- Pickards
- Unipol
- Oasis Properties
- Matrix Fitness
- Enterprise
- Red's BBQ
- University Suppliers

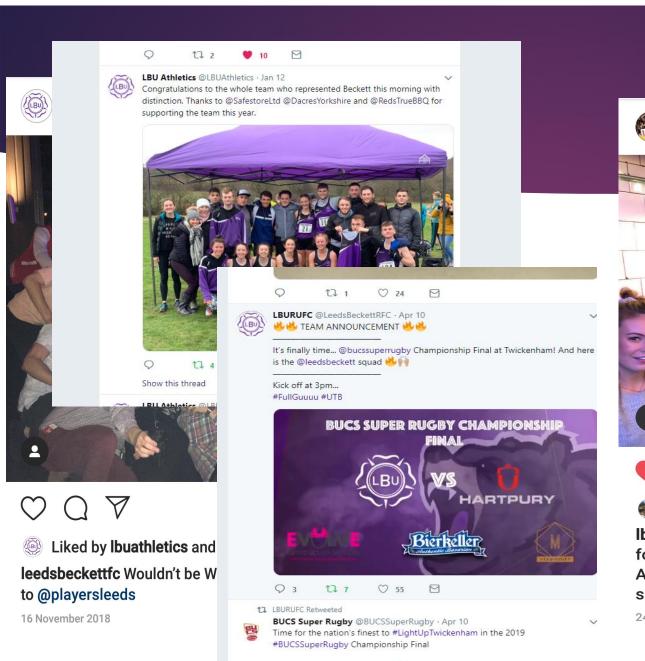


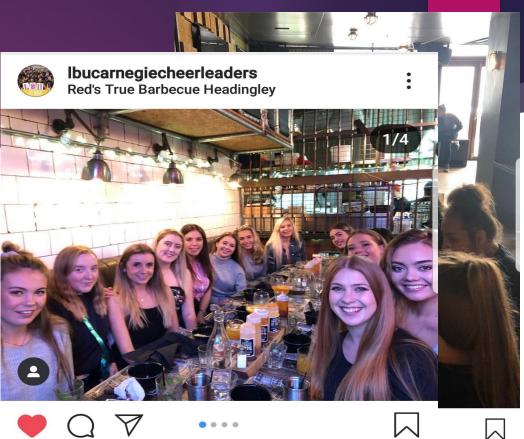


Important things to remember ...

- Always charge plus VAT or you will lose 20% on all income.
- In kind payments are also subject to VAT
- For clothing/banners always charge a fee + printing costs
- Check any use of the Uni logo or name with the sports office first!
- Sponsor must meet the ethical values of Leeds Beckett e.g. no alcohol, gambling or pay day loans
- If you are giving something in return for money it is sponsorship if not it's a donation and VAT does not have to be charged.

















Liked by jodiesmith98 and 61 others

Ibucarnegiecheerleaders Thank you @redstruebbq for having us for our first team meal as a new team!!! All the girls loved it and we're so excited to be sponsored by you this year 🌹 🌹

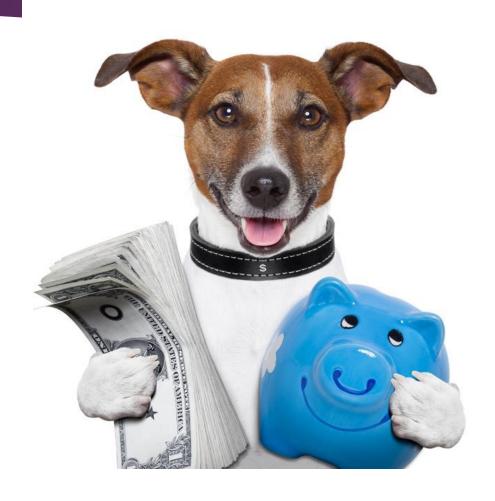
 \Box

ers for ing

24 October 2018



Fundraising



Why organise a fundraiser?

- No VAT to pay
- No obligation to a sponsor
- Social. Get's everyone involved!
- Can help with recruitment
- Good for the club profile
- Could help you win club of the year!
- Contribute to your Club Mark
- Can get involved with a charity that means something to your club
- Good for your CV
- Can be a quick and easy way to raise income for the club.
- ► It's FUN



Why kind of fundraisers can we do?

- Race Night
- Pub Quiz
- Cake Sales
- ► RFU Tickets
- Tournament or Sports Event
- Calendar
- ► Tough Mudder/10K/3 peaks
- Auction
- Raffle
- Quit something
- Sweepstake
- Unwanted presents sale

- Bingo
- Ladies Night
- Car Wash
- Headshave
- Tombola
- Crowdfunding
- Car Boot
- Clothes Swap
- Man VS. Food
- Matched fundraising
- ▶ Treasure Hunt



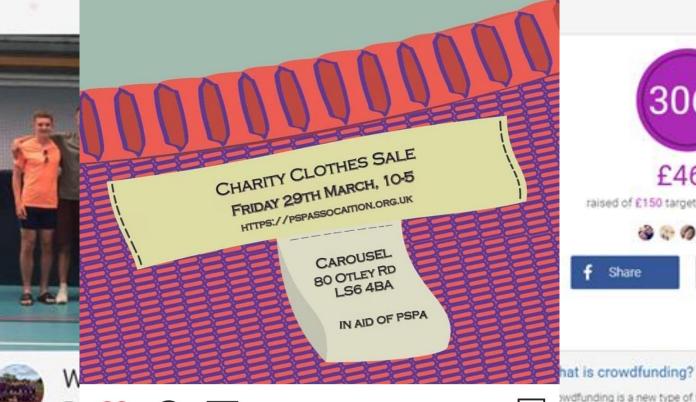
Dress your dog in a tutu

Remember!

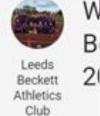
- ▶ Be clear why you are fundraising and what you are fundraising for! The clearer your aims and objective the more likely you are to get people on board
- ▶ Lot's of people don't carry cash can the donate online?
- ▶ Don't keep hitting up the same people for money
- Contact RAG leedsbeckettragsociety@gmail.com

Exampl

















swdfunding is a new type of fundraising where you can se funds for your own personal cause, even if you're not egistered nonprofit.

page owner is responsible for the distribution of funds raised.

Hellof V

🔯 Inbox - J.Mannion@le... 🐸 Pics

Ibuwaterpolo We are running a charity clothes sale in aid of @teampspa to help support our very own @elishareidxx in fundraising for her @londonmarathon next month. Come along to @carouselheadingley Friday 29th from 10am to

check it out!! @carnegiesport Credit to @ella.linden

Fundrai... 2019-20 Presentations

ons CONTRACTS & AGRE. 2 Yohoo

Accept

Events



What should you consider when planning an event?

- Budget
- Venue
- Date & Time
- Planning timeline
- Volunteers
- OrganisingCommittee
- Delegate tasks

- Sponsor involvement
- Charity involvement
- Ticketing
- Prizes
- Advertising & promotion
- Risk Assessment
- Security & Licences



Examples



IbboxingLeeds Beckett University Headingley Campus



reling to money for consor at cause, r Just









220 views • Liked by **leedsbeckettscubadivers** and **jake_goodwin_boxing**

Ibboxing We would like to thank everyone that got involved with the charity sparring! It was great having other teams get involved and come together to help us raise money for @mindcharity so far we have raised £550 but keeping the go fund me page live to push towards £600 ... you can find the link to the page on @jake_goodwin_boxing profile bio

UHC

Men's are rom Le...



TASK

▶ 2 options:

- ▶ Plan a fundraising event considering some of the things we have discussed today. Include:
 - Who
 - ▶ What
 - Where
 - When
- Create a pitch to a sponsor, consider:
 - ▶ Who you want to sponsor you
 - ▶ What you can offer
 - What you want
 - ▶ How you can convince them to sponsor you!
 - ► Your club's USP!

BE CREATIVE!

