



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



#BallparkPup

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


✖ Players Bar



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.





LBU Athletics @LBUAthletics · Jan 12

Congratulations to the whole team who represented Beckett this morning with distinction. Thanks to @SafestoreLtd @DacresYorkshire and @RedsTrueBBQ for supporting the team this year.



Show this thread



Liked by **lbuaathletics** and **leedsbeckettfc** Wouldn't be W to **@playersleeds**

16 November 2018



LBURUFC @LeedsBeckettRFC · Apr 10

🔥🔥 TEAM ANNOUNCEMENT 🔥🔥

It's finally time... @bucsuperrugby Championship Final at Twickenham! And here is the @leedsbeckett squad 🔥🔥

Kick off at 3pm...
#FullGuuuu #UTB



LBURUFC Retweeted

BUCS Super Rugby @BUCSSuperRugby · Apr 10

Time for the nation's finest to #LightUpTwickenham in the 2019 #BUCSSuperRugby Championship Final



Ibucarnegiecheerleaders
Red's True Barbecue Headingley



1/4

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 ❤️❤️

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 leedsbeckettrag society@gmail.com

Examp

Ibuwaterpolo
Carousel



Leeds Beckett Athletics Club

W B 20

Liked by **katrobbings** and 24 others

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**

306%

£460

raised of £150 target by 17 supporters

Share Copy

What is crowdfunding?

Crowdfunding is a new type of fundraising where you can raise funds for your own personal cause, even if you're not registered nonprofit.

The page owner is responsible for the distribution of funds raised.

Accept

Events



What should you consider when planning an event?

- ▶ Budget
- ▶ Venue
- ▶ Date & Time
- ▶ Planning timeline
- ▶ Volunteers
- ▶ Organising Committee
- ▶ Delegate tasks
- ▶ Sponsor involvement
- ▶ Charity involvement
- ▶ Ticketing
- ▶ Prizes
- ▶ Advertising & promotion
- ▶ Risk Assessment
- ▶ Security & Licences



Examples



lbboxing

Leeds Beckett University Headingley Campus



220 views • Liked by [leedsbeckettscubadivers](#) and [jake_goodwin_boxing](#)

lbboxing 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 🏆



28 Mar ▾
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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!

