

Club Sponsorship Guide

School Contacts:

Student-led Initiatives student-led@london.edu

Student Association:

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Your Proposition:

- What product are you selling?
- What are you asking for?
- What's special and unique about your event?
- What value does it deliver to a sponsor? Impressions? ROI?
- How does it align with their interests?

5 steps to sponsorship:

1. Prospecting
 - Research
 - Identifying prospects
2. Cultivation
3. Ask
4. Stewardship
5. Renew and grow; club continuity

It's about them, not you!

- **Base the sponsorship fee on:**
 - The cost of your event
 - The value you are delivering
- **Consider your place in the market**
 - Is it strong? Is it weak?
 - What financial level will the market bear?
 - Look at your own history of success, what does this tell you?
- You must be able to deliver the value you have sold
- Justify the fee you are asking for
- Ensure tiered pricing makes sense to you, your team and the sponsor. Avoid arbitrary values across tiers. Why is the gold tier worth £1000 more than the silver?
- Think about selling reach and visibility

Identifying prospects

Who should you approach?

Use your product as a guide

Which companies would gain from the value you have to offer?



Research those companies

What else do they do? Are you correct in your assessment?



Work your connections

Previous...current... club... recruitment reps... personal contacts... LinkedIn... get creative

Approach early.

- Securing sponsorship can take 12 months or more
- The start date is not the start date of the event but when your comms start
- Consider budget cycles
- Allow time for meeting and negotiations

If your contact isn't the decision maker, ask for an introduction and make them a champion for the cause.

- Key contacts could be Campus Recruitment; Resourcing; Talent Acquisition; Campus Marketing

Keep it simple.

- The opportunity: sponsorship of the football team
- Why it's great: it's the largest club in the school with (x) members; it plays in major tournaments across Europe competing against other universities and business schools; it offers exciting branding opportunities and access to MBA students.
- The call to action: I'd love to have 20 minutes of your time to discuss this with you.

What are they motivated by?

- Recruitment?
- Profile raising/visibility?
- Sales?
- Anything else?

What can you offer?

- Their logo on club communications and event swag
- Company branded swag at events
- Company banners at events
- Prize sponsorship
- Access to students
- What else?



- Tailor the proposal
- Respond to what's important to that company
- Don't approach a company for sponsorship just because you want to work for them in the future
- Make the proposal visually appealing, no spelling mistakes.
- Ensure your statements are clear about why your product will benefit them
- Include:
 - Overview and topics being discussed
 - Size and demographic of audience
 - Previous success (sponsors, speakers, endorsements)
 - List of benefits
 - Sponsorship sum

After the sponsor signs the contract, your club treasurer can fill an 'invoice request' form on the treasury portal:

<https://clubs.london.edu/lbssaf/home/>

- The contracting entity is London Business School Student Association
- The Student Association must sign off agreements- send over the document to SA Sponsorship before you send it to the company
- Flag any changes you make to the contract
- Be clear and concise
- Read and re-read it carefully. Ensure you can deliver on your promises.
- Sponsorship of events will be liable to VAT so this should be clearly expressed in the contract and invoices

Creating ongoing success

Building lasting partnerships

Stewardship

- Agreement should be unambiguous, measurable and written down!
- Regular contact
- Write a simple, clear summary of what was expected with what actually happened
- Provide event feedback to sponsor. Get quotes and endorsements
- Think about ongoing relationship opportunities

Your successors

- What information would be most useful to you right now?
- What was agreed and with whom?
- Positive and negatives
- Introductions
- Appetite for involvement next year