

## **Sponsorship FAQ's**

### **How does my club get a sponsorship from an outside business?**

Your club is free to approach businesses to find sponsors. The agreement is not final until it is approved by Student Events Support (SES).

### **What kinds of things can I offer the businesses?**

The most common things offered to businesses are advertising by way of promotion on the clubs website or by promoting them at club meetings. There are also opportunities for sponsors to advertise at club events by way of banners and advertising materials. There may be limitations to this depending on the location of your event if it is on campus and who the sponsor is as there are exclusivities on campus that must be taken into consideration.

### **What do I do after I find a potential sponsor?**

Once you have someone interested in sponsoring the club you will need to fill out the Sponsorship Proposal found on the main page of Western Link or you can find it here: [Sponsorship Proposal](#). This will be reviewed by the staff and be approved which will generate an email to you letting you know it has been approved. If there is an issue with the proposal you will be contacted by email to clarify or edit the proposal as the case may be.

### **What is the next step after it has been approved?**

You can contact the sponsor and let them know that you are free to move forward with the terms agreed upon. When the value of the sponsorship is over \$1500 there will be a contract written by Student Events Support and sent to the sponsor for them to sign and agree to the terms. Clubs can request contracts to be written for amounts under \$1500 when they feel this is necessary or would just feel more comfortable. If there are terms the club would like put into the contract they are free to request this from SES. Clubs are not permitted to write their own contracts.

### **How do I know if the sponsor has sent the funds and who follows up with the sponsor?**

You can get a copy of your General Ledger from the main office in Room 340 or by emailing [finance@westernusc.ca](mailto:finance@westernusc.ca) to request this which will tell you if the funds are there. The club is responsible for following up with the sponsor to meet the expectations of the agreement either financially or by other means. You can reach out to the SES at any time if you require assistance with the sponsor.