

## Steps to Partnership/Sponsorship

Interested in explore club partnership or sponsorship, here you will find recommended steps to follow. Partnership can occur between clubs, faculties, and community organizations. Please note once you have a list of external partnerships you would like to pursue please contact the BUSU Clubs Manager.

### Steps:

- Understand what you have to offer
  - Your skills
  - Your audience
  - Opportunities
  - Value to your Partner
- Potential Partners
  - Wish list of partners
  - Research every partner and keep up to date on their activity
  - How compatible are you with the potential partners? Do they align with your club mandate?
  - What can they offer (financial support, in-kind donations/materials, products, people?)
  - Once approved by **BUSU Clubs Manager** contact them how you see fit ie phone, email, social media etc.
- Contact the right person
  - Contact the person ie club president, faculty admin etc
  - Follow up with them
  - Make notes/ remember things they say
- Build a relationship with your partner
  - Build trust
  - Do your research
  - Be respectful at all times
  - Don't not present a tough sell as we want partners to engage with you in a positive light
- Know the partner's marketing objectives
  - What does the partner need from you? (sales, loyalty, access to target market etc)
  - Once you know the objectives, how do you measure them?
  - Be creative, signature to your club/group
- Value? Find it
  - Build budget
  - Know what the partner can contribute, what's in it for a partner?
- Talk to your partner
  - Communicate with them and see how both parties can benefit
  - With those conversations, develop a proposal for the partner
- Keep the proposal short and sweet
  - Be open and transparent



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- Keep to your branding ie use images and statics
- Get it in writing
  - Safety of both parties
  - Keeps everyone accountable for what is promised and agreed upon- be sure to have the contract reviewed by **BUSU Clubs Manager prior to signing**
- Follow up with partners
  - If you are able to secure a partner and develop that relationship do not let it fall
  - Once invoices have been paid and contracts signed, keep in touch- holidays, birthdays, updates on the event/team. If your event develops and exciting things happen feel free to share!
- Say Thank You!
  - Thank the partner for their time and efforts
  - Be creative with it