A Guide to External Sponsorship for your Club or Society
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## Overview

This guide will provide you with some helpful tips to get you started on your mission to raise funds and support your club or society goals throughout the year.

Although the Union provides help towards clubs and societies achieving their core aims & objectives, we’re aware that many groups want to do more, and although we do have funding pots such as the Sports & Societies Development Funds, these may not always be applicable or may not cover the full costs. Because of this we are aware groups may want to approach external companies and organisations to ask for extra funding or other types of sponsorship!

This booklet will give you advice on sponsorship and how to go about obtaining it. This guide is a broad outline and you should take the liberty to be creative in your proposals. If you want further advice you can always contact the Student Activities team at the Union on sportsandsocs@gre.ac.uk.
The Difference Between Fundraising and Sponsorship

Firstly, it is important to note that there is a difference between fundraising and sponsorship. Both are effective means of raising needed funds and should be considered important resources for your clubs during the year.

Fundraising is the act or process of raising funds for a specific cause, charity, project or club. There are a variety of methods to fundraise including events, sponsored challenges, and asking for donations.

Sponsorship is a business transaction between your club or society and a company that provides money for a project or an event carried out by your group. This partnership should be considered as a business transaction as the partnership generally benefits both parties in the agreement.

Before you start looking for sponsorship, there are a few important steps to take to prepare your case, make a proposal and start asking companies for sponsorship.

Prepare your Case

Remember the 6 p’s...

Proper Preparation and Planning Prevents Poor Performance

In the case of obtaining sponsorship some advance planning and preparation is certainly key to your success. This will help you approach companies in a professional, well organized manner and help you put your best foot forward when you start building relationships between your group and the company.

Before you approach any potential sponsors you should clearly define the needs of your society or sports club. To help you define your need and create an overall SMART sponsorship objective, ask yourselves the following questions:

- What resource do you need for your team or group to progress?
- Why do we require sponsorship?
- Are we looking for money, resources, equipment, venue hire or all of the above?

Make sure you lay out your objective quite clearly and make it a SMART objective!

**Specific** – Objectives should specify what you want to achieve

**Measurable** – Can you measure whether you are meeting the objectives or not?

**Achievable** - Are the objectives you set, achievable and attainable?

**Realistic** – Can you realistically achieve your objectives? **Time** – Can you achieve your objective in a timely manner?

Be honest and upfront about what you need from the company as well as what you are prepared to do in return for them (i.e. names on programmes or signage etc). Your sponsors will want to know exactly what’s happening with their money.
Don’t sell yourself short

Because the nature of sponsorship is a business transaction, companies want to know that they will get a return on investment for providing you with their resource.

When selling yourself to a company, you want to make sure you’re being accurate. Under selling yourself would be doing yourself an injustice and may lead to an unsuccessful bid for sponsorship. However, over selling yourself would be considered lying or making false claims which could not only lead to a negative response, but also to giving you a bad reputation.

Here are a few statistics to consider for your proposals and possibly include in your pitch to companies!

- Greenwich is home to about 30,000 students and approximately 14,000 (almost half!) of those students live within a 10 mile radius of the University campus
- Students’ Union, University of Greenwich is a registered charity dedicated to improving the student experience.

More specific features about your group that you can talk about are

- How many members do you have?
- How many hits to your website do you get?
- How many games or competitions have you won?
- How far do you travel for your competitions?
- What past achievements have been made by your team/club/society?

What are you going to ask for?

Ask for what you need based on your objective and be careful not to over or under sell yourselves.

Don’t ask a company to purchase £3000 worth of kit and supplies just because you’re a great team and they should want to be your sponsor for the sake of it.

On the other hand, make sure you don’t bend over backwards for a company that’s only going to provide food for you on one occasion yet expects you to hold multiple events at their venue, wants their logos on everything and wants you to send out e-mails and do flyering on their behalf.

Remember, sponsorship is a promotional business tool for companies to tap into the student market and raise their profile while making valuable connections to students. Sponsorship partnerships can be a great tool for both you and the companies that sponsor you so look at your sponsorship objective and ‘ask’ accordingly.

With your objective, selling points and asking request defined you’re ready to begin identifying who you’re going to approach!
Who are you going to approach?

With your committee, put together a list of your past supporters and any company who may have a personal connection to one of your members. This should be the list you start working from and to whom you should tailor your proposals.

When researching external companies not directly known to the group try and look for companies that may have a vested interest in your specialized area. The more closely you can associate the company with the activities and people in your group, the higher your chance for sponsorship.

If you want to spread yourself even further than that, think of everyone who may recognize or see your club/society including University Staff, non-students and external companies who may like to be more closely associated with the students at the University of Greenwich.

If you are looking for a global company to sponsor you, do some research and see if there is a branch or office which is located in Greenwich.

Once you’ve got this list together, take a final look and make sure the companies listed are a good fit for this business opportunity. For example, without a personal connection there may be little use in approaching a financial company to sponsor the Harry Potter society where as a costume shop or theatre venue would be more appropriate!

Researching the companies you plan on approaching

The more you know about who you’re approaching, the better! If you have a good grip on the goals and business targets of the company, you can tailor your proposal accordingly and see where you fit into helping them achieve their goals. You should understand their products and how they relate to the student market.

Don’t let unrelated companies intimidate you as it may be worth approaching them! For example, if you are the Tennis Club you can choose a company that’s in the competitive oil market and align yourselves with them in 2 ways. Firstly, Tennis is a competitive sport and both you, and the company know how hard it is to get ahead in a competitive market. Secondly, a lot of members in the Tennis Club are in 4th year and will be looking to get a career the following year. The company is looking for good people and the members of the Tennis Club are ideal candidates because they value hard work and perseverance in a competitive market, just like the company you are approaching.

Finally, one other helpful hint is try and research when the companies you’re going to approach, plan their budgets. It is useful to ask companies around that time as it will be easier for them to budget you into their future plans.

Top Tip: Be reasonable and realistic. Don’t ask a small company for a large amount of cash, they will most likely say no.
What do you have to offer sponsors?

It’s important to tell companies exactly what benefits you can offer them. Try and give potential sponsors both qualitative and quantitative benefits. For example, instead of saying that 1000 students will see their logo you can say, ‘1000 students will recognize that you are supporting our society and clubs and are endorsed by a student group which will raise your profile with the Greenwich student community’.

Some other ideas of what you have to offer companies are:

- Positive exposure to students
- Co-branding of publicity (use their logo on your promotions)
- Website links from your webpage to theirs
- A presence at events that you run
- Presentations to students as organized by your group
- Help them collect data or feedback regarding their brands or products
- Organising events at their venue and publicising them
- Being a regular customer at their venue

If possible, prepare a marketing plan as to what you expect to do in terms of promotions. This way the potential sponsor has an idea of exactly what they may receive for example:

- Use their logo on the your event tickets – that way everyone attending the event will see the logo, and often people keep tickets as mementos so they will see it as long as they keep the ticket!
- Use their logo on your event posters and any other publicity – that way anyone who sees the publicity will have seen the logo.
- Brand a sleeve of your club/society hoodie with your logo. There are over 50 members in the club who will be purchasing one (make sure to customise with how many members you have!)
- Your website gets over 500 hits per week with people checking your game stats and you will put their logo and link on your website and identify them as your sponsor
- Brand all other team or society promotions with their company logo and will work closely with the sponsor to make sure all brand identity guidelines are followed and the co-promotion work is mutually beneficial to both parties
Your Plan of Attack

Now that you have a clear objective in mind, know who you’re going to approach and why they would be a good fit with your society or sports club, you can start writing your sponsorship proposal, prepare your approach and plan how you are going to make your official ‘ask’.

The Sponsorship Proposal

Your proposal should emphasize the benefits of sponsorship to the company. If you word your proposal in a way that the company identifies you as a worthy cause but also as a nice fit with their business goals, then you’ve done a great job with your initial preparation and you’re most of the way to achieving your goal.

Sponsorship Proposal includes
- Your past successes. For example, an annual report or favourable press cuttings
- Your future objectives. What you need and what you are going to do
- Why the company should sponsor you and what they can expect in return
- How you fit in with their business objectives and how both you and the companies business objectives will be achieved
- How the money will be spent – presented like a shopping list so the company knows their money will be spent wisely
- Your marketing plan
- Contact information

Top Tip: You can and should change your proposal for every company you approach. Make it unique for each company as they are all unique and will have different corporate visions.

The Approach

Before you consider making any kind of an approach, don’t forget the 6 p’s!

There are a few ways which you can approach companies. Generally the most effective way to begin this process is with a phone call. You can often call the companies receptionist and tell them the reason for your call and ask for the name of the person that is most appropriate to speak to. Once you are sure you’re speaking to the right person (which is key to the success of your proposal!) ask them how they would best like to receive your proposal.

If the person you initially make contact with doesn’t know who to ask for, here is a list of people at the company you could try and should probably do so in this order:

1. Marketing Director – most often is the person who controls the sponsorship budgets
2. Corporate Affairs or Community Relations Department
3. General Manager or CEO – The size of the company will be a good indication if you should ask for this person. If it’s a large corporation, don’t bother but if it’s a local small company then you’ll have a better chance of getting in touch
Finally, you should also keep a record of all correspondence between yourself and the company. This will avoid confusion in the future and help you remember what has already been discussed or said between the two parties.

**Top Tip:** Write down the name of the person you are put through to because you don’t want to get it wrong when you get this individual on the phone!

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**The Ask**

**By Phone:**
When you’re speaking to the correct individual on the phone, they may ask for an outline on the phone right then and there. If so, be prepared and have all your research in front of you. Decide what you’re going to say before you dial.

This method is great as it can leave a lasting impression. It will give you a chance to discuss your proposal with the company and also give you a chance to listen to your sponsor’s initial response to the proposal. This is also a great opportunity to verbally express the need of your club or society. If there is an initial interest from the company, try to progress the phone call and schedule a face to face meeting where you can go over the project in more detail and can show the company your information, proposal and pictures etc.

**Top Tip:** Anticipate any problems or questions that a potential sponsor may ask you. That way if the hard questions do come up you’re ready for them and not thrown off guard!

There is an example phone call in the appendix A.

**By Letter:**
One of the negatives of sending an unsolicited letter is that they are easily dismissed, hence the reason for starting off the relationship with a phone call!

If the sponsor asks you to send them the information by letter you will want to include a print out of your sponsorship proposal and marketing plan but also a brief cover letter with an introduction. Address the letter to the correct person and use their name on the covering letter so they know you haven’t sent the letter out to 100’s of companies. Be professional with this approach and don’t send a hand written letter.

When writing your letter, make sure you:

- Personalise the letter. A generic letter will probably go straight into the bin
- Outline the nature of your cause and what the business has to gain by supporting it
- Link the company objectives to your objective and define how you can come together to support one another
- Show how the company can genuinely add value to your cause.
Your letter will be the first thing that your new contact reads and is key to the success of your proposal. Be brief and informative in your letter and remember that further information can always be given at a further face to face meeting.

If this is how the potential sponsor asks to receive the information, give them a follow up phone call 4 or 5 days after mailing the letter to confirm that they have received it. Use this as your opportunity to continue the discussion on the phone or to set up a face to face meeting.

There is a sample cover letter in the appendix B.

**E-mail:**
Generally after the initial phone call with your target, you will be asked to send an e-mail with the details of the proposal. This tends to be the most commonly used format of correspondence these days and is great because your message is delivered instantly!

Similar to writing a letter, use the body of the e-mail as a brief introduction and set the right tone for the proposal. Emails will generally be shorter than a letter but still set the same tone. Use that opportunity to tell your contact that you will follow up with them after they have had time to look at your proposal. Include the rest of your information to the e-mail as attachments but make sure to use common viewing packages to avoid any unease for viewing your proposal.

There is a sample e-mail in the appendix C.

**Face to Face:**
This meeting may happen in one of two ways:

1. The sponsor has asked you to come in and talk to them as opposed to a letter or an e-mail, or following receipt for your letter or e-mail
2. You have walked into the company’s headquarters and are looking for an impromptu meeting

If the company asks to see you, set up an appropriate time and date when you can meet with them and won’t be rushed. Make sure you also consider how valuable your potential sponsors time is so don’t take up a full afternoon.

In both cases, you should dress professionally and go prepared! If possible, in addition to the research you have already done on the company, do some research on the individual you are about to meet. Stay calm and take advantage of the fact that a face to face interview can be quite flexible. Listen to what your potential sponsor says and respond accordingly with what you have to offer. A face to face meeting could be scary for some people but if you’ve done enough research and preparation you should breeze through.

**Top Tip:** Make eye contact because it builds trust!
Dealing with a “No”

At some point during the process of finding a sponsor you will surely have to deal with some rejection. Don’t let this get you down and don’t stop looking. Go back to the original list you drew up with your committee and take a look at the second and third companies you felt were appropriate to approach.

If you get a “no” don’t feel bad about asking for a reason as to why you have been unsuccessful. Be polite and ask for general feedback regarding your proposal or approach and they may have some helpful hints that will help you with the next company you decide to ask.

Sometimes the perfect company just isn’t in a position to sponsor you that year due to business reasons or lack of resources. The important thing is to maintain the relationship for next year as you may find you don’t have to look very far to get sponsored in the future.

Closing the Deal

Great news! You’ve been successful and you’ve had a company agree to sponsor you for the next academic year! What now?

You need to speak to them regarding payment and raising an invoice. If it is financial support that you have asked for, make sure you get all payment and cheques upfront before the activity takes place or before you start branding all of your publicity with their logo. The Student Activities staff can help with raising an invoice to a company to ask for the payment once a contract has been signed.

It is also mandatory to tell us about your sponsor and what you’ve agreed to and have them make a note of it. This is an important step in closing the deal as any contracts signed by committee members are only binding on the individuals not the Students’ Union itself – this is because committee members are not authorised to make agreements on behalf of the Union. However, the full time officers and Union management are, so please send the contract in to the Student Activities Co-ordinator or VP Student Activities who will arrange for it to be checked and signed if there are no problems.
Writing a Contract

A contract may seem too formal for the type of sponsorship activity you are doing but don’t forget that the nature of sponsorship is a business transaction so a contract is an important part of the deal. A contract will protect you, will also protect your sponsor and will outline what activity will be happening on both sides of the partnership to avoid any confusion.

Some things your sponsorship contract should include are:

- Title for your sponsored event or Club/Society name
- Relevant dates (start/finish) or relevant event dates
- Financial terms including amount, payment date and VAT inclusions/exclusions
- What you have agreed to do for the sponsorship
- What the company has agreed to do for the sponsorship
- A line for signatures and dates from both you and the sponsor

When printing off a contract, print off three copies of it. Get them fully signed and give one to your sponsor, keep one for your own records, and drop one off with the Student Activities Coordinator to be kept in your Union records. You can also request then for any invoices to be raised relating to the contract.

There is an example of a contract in Appendix D and a blank template contract available from the online Sports & Societies Handbooks or by emailing sportsandsocs@gre.ac.uk to request a copy.

Maintaining the Relationship

Maintaining the relationship with your sponsor is perhaps one of the most valuable things you can do as it’s in your best interest to make this a long term relationship.

Here are a few tips which will help you stay on friendly terms:

- First and foremost is thanking them! After you’ve finalized the contract call them or e-mail them to say thanks and that you’re looking forward to working together
- Closer to the end of the academic year, send them a more formal thank you card which includes a review of the years successes and your interest in working together again next year
- Invite your sponsor to come along to your events, tournaments, performances etc
- Tell them how their money has been spent throughout the year and keep them informed of your successes
- Provide them with all examples of where you were adhering to your end of the deal for example your ball tickets, programmes, or branded adverts and posters.
- Ask if they would like to arrange a mid-contract meeting to conduct a formal feedback meeting. Use this opportunity to see if your sponsor is happy and how to keep them happy!
- Don’t lie!! A bad reputation gets around and your group will certainly suffer. Make sure you stay honest and only enter into an agreement where both parties are satisfied with the contract
Appendix A) Example Phone Call

Initial Phone Call

Student – Good morning, my name is Jane Doe and I’m phoning from the Students Union, University of Greenwich on behalf of the Women’s Football Team. We are contacting local football suppliers to see if they are interested in working with our team on a sponsorship deal for the upcoming year and I was wondering if you can tell me who the most appropriate contact at FootballWorld is to speak to?

Secretary – That would probably be John, he is our marketing manager. Should I connect you to him?

Student – Yes please, thank you for your help.

(Connect to John and introduce yourself the same way as you did when speaking to the receptionist)

John – Thank you for thinking of us when considering your sponsorship for next year. What can I do for you?

Student – I’m wondering if you would be willing to consider our sponsorship proposal. We think it would be a really beneficial partnership because we can help you promote your new store in Greenwich and would love to work with you in the next academic year. What is the best way for me to talk to you about what we can offer you?

John – What would I get from this sponsorship?

Student – We have 30 people on each of our three teams. That means that we are well represented in every level of football within the British Women’s Football League. All of our members wear kit which will carry your logo. Additionally we have branded casual clothing that’s worn outside of games and would be exposed to many more students and the general public demonstrating your local support for the sport. Finally, we will put your logo on all promotional material which is given out during Freshers Week, refreshers fayre and before all of our promotional events through the year. We have a few more things which are included in our sponsorship proposal and if I can e-mail that over you can give it some further thought and perhaps show it to members of your marketing team?

John – You can e-mail me all the information and I’ll have a look at it when I get chance. My e-mail address is john@footballworld.co.uk

Student – That sounds great. I’ll send over an e-mail and follow up with you in a few days to see if you have any questions or would like to set up a meeting for some time next week. Thank you for your consideration.
Appendix B) Example Letter

Mr. John Doe
Big Business
Union Street
Greenwich
SE10 9JH

January 1, 2222

Dear Mr. Doe,

I am pleased to send you this sponsorship proposal for the highly anticipated Lacrosse Club **Big Event** day which will take place on the University of Greenwich Campus on Friday, April 1, 2222.

My fellow committee member, Jane Doe, with whom I am co-organizing this event, had mentioned that this is something you are possibly interested in sponsoring as you are looking to re-launch your new student friendly product and the day of our event would be an ideal opportunity to do so.

We are actively seeking sponsorship towards the costs of this event, which we are anticipating to have costs of £500. We expect this event to have 300 students in attendance from a variety of our Societies and Sports Clubs. We have already had a number of interested students sign up to volunteer and the event planning is well under way.

The event will be advertised throughout campus via:

- Our student newspaper
- SUUG Website
- Posters and flyers distributed all over campus

If you are to sponsor this event, you can be assured that you will be highlighted as our exclusive sponsor on all promotional activity. We are confident that the local press will attend to cover the events of the day. Your stall on the event grounds will bring you face to face with the event attendees and is sure to be a great promotional tool for your product launch.

We would like to set up a meeting to further discuss the proposal and the benefits of sponsoring this annual event. I will give you a call within 1 week to set up a meeting time which is suitable for you.

We have included our sponsorship proposal and marketing plan with this letter for your review and consideration.

I look forward to speaking with you,

Your Name
Committee Position of Your Club/Society
Appendix C) Example E-Mail

Subject: Reach the student market and enhance your brand

Good Afternoon John,

I am contacting you from the Students’ Union, University of Greenwich History Society, with regards to our end of year ball which is coming up in June of this year. This event is a formal affair with the capacity to entertain 250 students. This ball sells out every year and this year will be no exception.

I am writing to enquire whether your Highland Dress Company would be interested in sponsoring this prestigious event as many of our attendees will be hiring formal wear for the event and the marketing would be highly beneficial for your company.

I have attached the sponsorship proposal as an attachment to this e-mail for your review and consideration. I will follow up with you next week to discuss any initial questions or comments you may have.

I hope this event sounds like something you might like to sponsor as we would love to have you on board.

Kind regards,

Your Name
Committee Position of Your Club/Society
### CLUB/SOCIETY SPONSORSHIP CONTRACT

#### SUMMARY

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<tr>
<th>STUDENTS’ UNION UNIVERSITY OF GREENWICH CLUB/SOCIETY DETAILS</th>
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<tr>
<td>Name of Group: Wacky Races Society</td>
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<tr>
<td>Name of Committee Member who is contact for this contract: D. Dastardy &amp; P.Pitstop</td>
</tr>
<tr>
<td>Committee Position: Joint Chair</td>
</tr>
<tr>
<td>Email: <a href="mailto:wackyracesgre@gmail.com">wackyracesgre@gmail.com</a></td>
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<tr>
<td>Tel No: 07123 555 896</td>
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<th>Sponsor Details</th>
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<tr>
<td>Name of organisation/company: Custard Pie Bakery</td>
</tr>
<tr>
<td>Address: 123 Bakery Lane, Greenwich, London, SE10 9BL</td>
</tr>
<tr>
<td>Contact name: R. Baker</td>
</tr>
<tr>
<td>Job title/Position: Head of Marketing</td>
</tr>
<tr>
<td>Tel No: 0208 123 4567</td>
</tr>
<tr>
<td>Email: <a href="mailto:r.baker@custardpiebakery.co.uk">r.baker@custardpiebakery.co.uk</a></td>
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<td>Sponsorship Type: Provision of resources, financial</td>
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<td>Sponsorship Total: £300 financial, approximately £500 resources</td>
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<td>Contract Length: 1 academic year</td>
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Start date: 01 August 2013
End Date: 31 July 2014

#### CLUB/SOCIETY DESCRIPTION

The Wacky Races Society is part of the Students Union University of Greenwich and exists to allow students to gather together and enjoy the Wacky Races cartoon, as well as partaking in their own carefully planned wacky race events. We have grown year on year since starting in 2011 and have increased our membership to 55 members in 2012-13, which we expect to exceeding in 2013-14. We meet at least once per week and hold at least 6 ‘wacky race’ events during the autumn and spring terms.

#### SPONSOR DESCRIPTION

The Custard Pie Bakery in Greenwich is the foremost supplier in the area of excellent custard pies and other custard relating confectionery. It was founded in 1917 and has occupied its current premises since 1982 when it relocated to a unit with larger kitchen space.

#### TERMS OF SPONSORSHIP

**BENEFITS OF SPONSORSHIP FOR THE CLUB/SOCIETY (including non-financial benefits)**

The Custard Pie Bakery will provide:

- At least 6 custard pies or equivalent size desserts to be enjoyed by the wacky race competitors at no less than 6 of the regular wacky races
- At least 3 gift vouchers for a free eat-in dessert to be given as prizes to the winners of the wacky races at no less than 6 of the regular wacky races
- £300 in cash, to be paid in 3 instalments of £100 at the start of each term. It is agreed that the Society committee shall arrange for the Students’ Union University of Greenwich to invoice the Custard Pie Bakery at the start of each term and the money shall be paid into the Society generated account.
BENEFITS OF SPONSORSHIP FOR THE SPONSOR (including non-financial benefits)

The Wacky Races Society will:
- Place the Custard Pie Bakery logo on all posters and flyers relating to the regular wacky race events
- Have the Custard Pie Bakery logo screen printed in one colour on the back of all ‘wacky race marshal’ tshirts, of which there will be at least 10 visible at each regular wacky race event. The logo will be a minimum size of 250mmx250mm
- Announce that the winners prizes have been donated by the Custard Pie Bakery at each regular wacky race where the gift vouchers are used as prizes.
- Hold a Christmas Social at the Custard Pie Bakery on a mutually agreed date, bringing no less than 30 members with them who will all purchase at least one menu item over £1.50.

ANY OTHER RELEVANT INFORMATION

-This box is intentionally left blank-

MONITORING THE AGREEMENT

Representatives of the Wacky Races Society Committee and Custard Pie Bakery will meet at least one month before each regular wacky race event, and will meet at least once per term regardless of the regular wacky race events.

TERMINATION TERMS

In the event of any problems with the agreement with the Society, any representative should first attempt to contact the Wacky Races Society committee. If the problem is not then resolved then they should contact the Students’ Union University of Greenwich Activities Department staff or Officers. Either party can terminate the agreement with one month written notice, with copies to the Students’ Union Activities Department.

AUTHORISED SIGNATURES

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<thead>
<tr>
<th>Students Union Activities Officer / Staff</th>
<th>Sponsor Representative</th>
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<tbody>
<tr>
<td>Name: V.P.S. Activities</td>
<td>Name: R.Baker</td>
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<td>Signed:</td>
<td>Signed:</td>
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<tr>
<th>Club/Society Committee Member(s)</th>
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<tbody>
<tr>
<td>Name: D.Dastardly</td>
<td>Name: P.Pitstop</td>
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<tr>
<td>Signed:</td>
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