



## Finance and Risk Committee

The fourth ordinary meeting of the Finance and Risk Committee for the 2016/17 session

<b>Report Title:</b>	<b>Sponsorship Working Group Update</b>
<b>Agenda item:</b>	
<b>Action requested:</b>	<b>For Information</b>
<b>Executive Summary:</b>	<b>Please summarise:</b> <ul style="list-style-type: none"> <li>• Drivers behind the Working Group</li> <li>• Summary of discussions</li> <li>• Ongoing work</li> <li>• WG Terms of Reference Appended</li> </ul>
<b>Summary of recommendations (if applicable):</b>	<b>Please use bullet points:</b>

### Purpose & Motivation

The Sponsorship Working Group is a cross-departmental body tasked with accessing the various sponsorship offerings and mechanisms currently within the Union, as well as exploring future possible opportunities.

There were three main drivers for establishing the group:

- To support the delivery of the strategic objective contained within *Our Strategy 2017-20: Your Union* - "We will develop long-term financial strength through growth of non-member income..." for the benefit of the Union as a whole.
- To address the current financial underperformance in the marketing budget in 2016/7, and seek to reverse this trend for future years.
- To support all CSPs provide better value for money for their members without increasing reliance on block grant.

So far, the group has met twice with established Terms of Reference (appended). The discussions focused on what opportunities exist to date as well as the current problems, before moving towards discussing the future vision and potential opportunities available to us.

### **Summary of Discussion**

The group has initially identified that there are two strands of sponsorship: sponsorship for the Union as a whole and central services, and sponsorship of student-led CSPs. The group believes there is strong potential in both strands, but it has noted that CSPs are significantly more progressed in their acquisition of sponsorship than the central Union. Treating the two as separate strands in the short-term was agreed to be the most practical option.

This said, the group did also discuss what an ideal sponsorship service could look like by the end of the strategy cycle.

The group was united that the ultimate vision should be to produce a seamless, high-quality experience for a client company no matter if the central Union or a CSP is delivering the end service. There should be a comprehensive offering to allow us (Union & CSPs collectively) to meet a wide range of sponsor preferences, identify the correct service for them and extract the most value from the relationship. Additionally, in an environment where CSP committee members turnover yearly, the Union has a role to play in supporting the building of long-term sponsor relationship, either through guidance or working directly with clients.

With this understanding, the group identified initial pieces of work to make steps towards that end goal.

### **Ongoing Work**

Presently, the working group is conducting an audit of all current (and potential) sponsorship opportunities, ranging from sponsorship of individual CSPs up to high-prominence branding of the organisation. This will give us a full understanding of the gaps and will allow us to identify priority areas to seek sponsorship for in the first year of *Our Strategy*.

Analysis of CSP sponsorship agreements will also be conducted to identify common corporate partners and seek out patterns, inefficiencies, potential inter-CSP collaborations and potential corporate partners.

“Quick wins” of improving inter-CSP communication and training materials was identified, including sharing best practice from societies that have had major success (e.g. Department of Computing Society raised £100k+ this year). Special attention needs to be spent on building mutual understanding between CSPs and Beit Venues to prevent harmful undercutting.

In order to develop and manage the central Union’s sponsorship offer additional expertise and resource will need to be acquired. As a consequence, it was decided that the relevant request should be made for next year’s budget round by the Marketing & Communications team.

## **Outlook**

There is confidence that there is potential within the organisation to raise funds through external sponsorship. If a new staff resource is acquired there will be appropriate KPIs in place. A quantisation of the potential financial impact of sponsorship will be produced once analysis of our existing opportunities are fed back to the group.

## **Terms of Reference**

### **Membership and Structure:**

- The Working Group shall have the following core membership:
  - Deputy President, Clubs, Societies & Projects
  - Head of Finance & Resources
  - Union President
  - Marketing & Communications Manager
  - Deputy President, Finance & Services
  - Managing Director
  - Student Activities Manager
  - Licensed Trade Manager
  - Events & Conferences Manager
- Additional members to be co-opted as required, with an open invitation to others to join and assist where appropriate

**Frequency of Meetings:** Every 3 weeks.

### **Aims & Objectives:**

The committee shall have the following responsibilities:

- Improve the sponsorship guidance and support available to clubs and societies
- To define and clarify the Union's audience and offer available to potential sponsors
- To aim for a more centralised contact mechanism for potential sponsors to access sponsorship opportunities at the Union.

### **Status, interpretation and amendment of these Terms of Reference:**

- Authority and responsibility is devolved to this Group via the Strategic Management Group. Decisions with a significant operational or financial implications may need approval from SMG.