



**Appendix B**

# **A Guide to Raising Sponsorship**

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## I - Introduction

This guide has been compiled as a good practice document and **MUST** be read in conjunction with the “Corporate Sponsorship Policy”, based on the Cabinet Office’s guidance on sponsorship. The main objective of this guide is to provide useful tips but also to signpost you to requirements that you **MUST** follow.

Whenever you see the following  sign it means that is a requirement.



All sponsorship arrangements **MUST** also comply with the Council’s existing governance arrangements. In particular, you should refer to:

- the Code of Conduct for Employees
- Contract Standing Orders
- Financial Regulations and Standard Financial Procedures
- the Anti-fraud and Corruption Strategy

### 1. What Sponsorship means to East Sussex County Council

<http://www.cabinet-office.gov.uk/central/2000/sponsorship%20guidelines.htm>

#### a) *Externally*

- Improved services to the community
- Enhancing relationships with private sector organisations
- Increasing funding for core services and practices
- An opportunity to increase public awareness of the Council’s services

#### b) *Internally*

- Promoting networking across departments and to learn of other departments’ activities through promotion of success
- Sharing expertise between departments
- Informing and promoting links with the private sector
- Understanding and adopting private sector good practices

### 2. Is sponsorship what you really want?

#### a) *What sponsorship is...?*

Before trying to find sponsorship you need to understand exactly what the term sponsorship means. Without a clear understanding of what is sought, it is practically impossible to approach a potential sponsor in the right way. Indeed, the business itself may be unfamiliar with the term and might also need to understand the concept.

**“Sponsorship is the voluntary provision or donation of funds, goods or services to promote or assist in developing initiatives and activities of the County Council which can be regarded as enhancing or extending our core services”**

b) *What it isn't?*

- Earned income
- Subsidy/grants – such as money from public sources, EU money, Central Government, Lottery, etc
- Patronage – money from organisations or individuals for which no commercial return is sought
- Donations/charity/philanthropy – money (including legacies) from organisations or individuals for which no return is sought

3. Why businesses sponsor?

- To enhance, reinforce or change their image
- To access key audiences
- Entertainment/hospitality opportunity
- Name awareness (for example, when moving to a new location)
- Development of community links
- Association with excellence or another quality
- To improve business performance

There is no tax benefit to a business from sponsorship because it is payment for a promotional service and therefore has a business return.

4. Different ways businesses support Local Authorities

Businesses support Local Authorities in different ways, usually through financial sponsorship, but also through:

- Corporate Membership – when a business pays a fixed sum each year in exchange for a standard package of benefits (name included in a programme, participation in an event, etc).
- Donations – gift for which no return is asked for, or given. These could be either cash or in-kind.
- Employee volunteering – when the business's employees are available to work for the County Council for free. Any arrangement regarding employee volunteering will need to be approved by the Personnel and Change Team (PACT), particularly when there are issues of suitability and the need for police checks.
- In-kind sponsorship – through the provision of products, services or advice in exchange for business benefits.

**II - Six steps to obtaining sponsorship**

1. Assessing your needs

a) *What do you require?*

Obtaining and maintaining sponsorship is time-consuming, even though it can be satisfying and financially rewarding. You need to look closely at other sources of funding available to ensure you are maximising income from all of them.

If you decide to seek support from business, you should be aware of the different sorts of support you could receive. If you are looking for financial sponsorship, then you need to be clear on how you are going to spend the money. It could be on:

- Revenue funding – if the Council is solely dependent on sponsorship for a large part of a project's running costs, it is clearly very exposed. A project should not be entirely dependent on sponsorship support for its funding.
- Capital spending – all of which MUST be part of the County Council's approved Capital Strategy and Programme.
- Project spending – usually sponsors will give money towards an event or activity that would not otherwise take place.

Do remember sponsorship should add to, and not replace, core funding and an individual project should not be entirely dependent on sponsorship or one particular sponsor. For large or longer term sponsorship arrangements you should seek advice from your finance team on checking the financial stability of your sponsor.

*b) Do you have the resources?*

Sponsorship is an investment, and as such has some risks attached. Consider the following before entering into sponsorship search:

- Time – finding a sponsor takes time and once you have found one, keeping them happy can take even longer. Do not underestimate the time it can take. You need to find the right balance between the time you are going to spend and the money you are hoping to bring in; your Departmental Management Team member will be able to advise you.
- Staff – you need to have adequately skilled staff to take on the extra work. Can you really do it with existing staff resources or should you use an outside fundraiser, recruit new staff or volunteers or get other ESCC colleagues to support you? Should you decide to recruit an external consultant, there are rules to follow and you will need to check these with the Corporate Procurement Unit.
- Finance – you need to ensure that you have properly costed the project or event for which you are seeking sponsorship and that it is within your department's approved budget. You should seek advice from your Finance Team.



*c) Are there restrictions on who you should approach?*

Some businesses support an organisation because it allows them to associate themselves with an image which will help the audience to view them, or their products, in a better light. You need to ensure that you do not damage the County Council's image by associating it with an inappropriate company.

You will need to consider the possible risks to reputation, particularly perceptions amongst a sponsoring company's competitors. You must ensure that, at no time, any company being approached for sponsorship may misinterpret the message from the County Council (e.g. a bribe).

Please refer to the County Council's "Anti-Fraud and Corruption Strategy and Code of Conduct for employees" for more details. You also need to check whether your



potential sponsor is an existing or potential supplier or contractor. Your department's contract/purchasing team and the Corporate Procurement Team can help you to do this.

d) *How much are you prepared to offer?*

You must ensure that you do not offer a sponsor benefits that may be seen as inappropriate. You need to decide how much you are prepared to offer and also ensure that you do have the authority to do so.

For example, you could be perfectly content for the sponsor's logo to appear on the front cover of a programme, but what about changing the name of your event/venue to incorporate the sponsor's name? You need to consider how the arrangement will reflect on the County Council. Seek advice from your Departmental Management Team member when in doubt. For all advice on design, logos, etc, please consult the Communication Team (see details on page 18).



2. Risk assessment

a) *Financial Regulations*

The purpose of Financial Regulations is to provide a framework of control, responsibility and accountability for the proper administration of the Council's financial affairs. Financial Regulation A3.7 requires that applications for finance shall be prepared in accordance with guidelines issued by, or in consultation with, the Director of Corporate Resources. The relevant Standard Financial Procedures underpin the above Financial Regulation and the Protocol forms part of the above guidelines.

Financial Regulation A.3.8 requires that Chief Officers shall consult with the Director of Corporate Resources prior to the County Council entering into any informal, formal or legally binding Partnership arrangement. Chief Officers shall ensure that adequate technical and financial appraisals of all partners are undertaken. Financial appraisals shall be undertaken in consultation with the Director of Corporate Resources.

b) *Financial appraisal*

Financial appraisals **MUST** be carried out on sponsors, if the lead partner does not carry out these checks, the responsibility falls back on the County Council officers involved in the partnership, in consultation with the Director of Corporate Resources.

c) *Partnership Risk Assessment*

The Partnership Risk Management Procedure must be completed in order to demonstrate that:-

- the risks to the County Council of entering into any sponsorship activity have been adequately assessed;
- there is a plan in place to manage those risks which cannot be eliminated and are not significant enough to prevent the bid from being submitted.

#### d) *The Sponsorship Checklist*

The Sponsorship Checklist (see page 20) must be followed in order to ensure that the appropriate procedures are followed. If further clarification is required the appropriate Departmental Bidding Officer/contact or the SEDE Team should be consulted.

Responsibility for ensuring that the financial package of any sponsorship deal is satisfactory lies with the Director for Corporate Resources. The aim is to ensure that the interests of the County Council are protected, any financial or other liability is assessed and approval for any such commitment is gained at the appropriate level. Any further clarification should be sought from the Director of Corporate Resources

### 3. Developing sponsorship packages

#### a) *Defining your identity*

You will need to be able to describe your aims, objectives, activities and public image clearly and concisely, by using positive language. It is all about concepts. Try to use positive adjectives like innovative, original, etc.. Do make sure, however, that your definition of the “identity” does not differ from, and is consistent with, that of the County Council.

#### b) *Identifying projects for sponsorship*

You will have more chances of success if you can offer a clearly identified project, which could be:

- exhibition, fair, event
- publications
- CDs, videos
- marketing and print
- competitions, awards and prizes
- capital development

#### c) *Identifying sponsors*

The Strategic Economic Development and Europe (SEDE) Team (01273 482859) may be able to help. You could, however, try and keep abreast of the marketing press (for new products), the Financial Times (who is doing well, awarding of new contracts, bad press, etc) and local press (who is moving to East Sussex, advertising profile, etc).

If you have time (again remember to get the right balance between time you are putting in and the money you are bringing in), there are also marketing-based ways of identifying potential sponsors such as association by location, product or market focus, for example young people.

- Look at your audience and think about the sort of products that appeal to that audience. Banks will target schools to promote name awareness in the hope of becoming a child’s first bank; people still rarely change from their first bank.

- Is your audience a customer or a consumer? Children eat hamburgers and are therefore consumers, yet an expensive pair of trainers would be bought by their parents, i.e. the customer.
- Think of lateral links between your project and related products.
- Branded sponsorships open up routes towards the use of mascots, links to TV advertisement heroes and merchandise spin-offs.

d) *Sponsorship benefits*

The benefits you present to an organisation must consist of a list of the ways in which your project can help a business achieve its sponsorship objectives. They could include:

- Publicity material
- Programme acknowledgement/advertising
- Verbal acknowledgement
- Complimentary tickets
- Priority booking, private views/performances
- Display space
- Durable items
- Corporate gifts
- Product sampling
- Use of images
- Right to use the County Council's logo (with approval from the Communication team – see details on page 18).
- Right of first refusal
- Media coverage (advice can be obtained from the Communication team – see details on page 18).

e) *Pricing*

You will need to work out how much money is required for your project. Do not assume that, if your shortfall is for example £3,000, you need to ask for that amount. Your Finance Officer (see details on page 18) will be able to advise on how to set up your budget.

If you want to ask for £3k you need to offer at least £3k worth of sponsorship benefits.

You must also seek the budget holder's approval before going ahead.

f) *The proposal document (see Annex 1)*

The purpose of the proposal document is to secure a first meeting where you will be able to present your project and the sponsorship benefits to the business. Do not overload the organisation with too many details, keep it to two sides of A4, clear, concise and to the point. Ensure you have approval from an Assistant Director in your department before you send out the proposal document.

The following can be included in a proposal:

- Who you are
- Your supporters
- The project
- Your audience
- Publicity
- Sponsorship benefits
- The price

g) *Covering letters, Inserts and attachment*

The covering letter should be short and to the point and needs to say why your proposal is right for the business you are approaching.

It is a good idea to enclose ONE piece of print from a previous event; such visual aids can add much to your written approach.

4. Researching companies

a) *Developing your own resources bank*

It is essential that you approach all potential sponsors in a targeted and well-informed manner. In order to do this, and maximise chances of success, research is essential.

It is a good idea to start with a list of around 50 local businesses (including national or international business with an East Sussex presence). These can be identified through:

- your own network of contacts,
- marketing and business press (for new products, etc),
- local press (who is moving to East Sussex, advertising profile, award, etc),
- brainstorming sessions with colleagues,
- the library (The Times 1000, Key British Enterprise, Who's Who, Directory of Directors etc.),
- the web,
- Chambers of Commerce
- annual reports
- the SEDE Team

b) *Selecting target businesses*

Once you have established a list of key potential sponsors, you should aim to gather as much information as possible to enhance your application. You will need to ascertain the following either by visiting the company's website or by talking to the SEDE Team on 01273 482859:

- Any relationship with ESCC and, in particular, any existing or forthcoming contract. Your departmental contracting/purchasing team or the Corporate Procurement Team will be able to help you on this.
- The most appropriate person to contact with his/her title, with the right spelling
- If they are the budget holder/decision maker and from which office they work .
- Size of the budget and how it is split.
- When budgets are allocated
- If another organisation is more appropriate
- If your approach should be through the Company's PR agency
- If your approach could be enhanced by cross-departmental working or by joining with another project. This can be done by sharing information through the Bidders' Internal Group (BIG) which meets on a monthly basis (for more information please contact Véronique Poutrel on 01273 482859)
- What is the image of the company or product and to what extent it is similar to our own aims and objectives?

The SEDE Team will also be able to give details of features and aims of existing sponsorship policy and examples of previous sponsorships and how they were evaluated, through the Corporate Bidding Database. It will also be able to tell you whether another ESCC department has already received sponsorship from the organisation

## 5. Making a successful approach

You should generally approach potential sponsors at least 12 months before your project starts. You will need to appear confident, professional and business-like and should follow the next steps:

- Determine who to contact
- Speak to the contact
- Write to the contact with your proposal (see annex 1) and covering letter (see annex 2)
- Follow-up with a telephone call after a few days
- Try to arrange a meeting
- After the meeting try to reinforce the good impression you made, send a thank you letter and summarise the points

## 6. Developing a partnership

### a) *Making a formal agreement*



In order to protect yourself and the County Council it is necessary to draw up a sponsorship agreement (see Annex 3). The document will clarify what is expected from both sides. The benefits must enhance Council services. You **MUST** seek legal advice at an early stage about the terms of a sponsorship agreement. You **MUST** not enter into any commitment until you have obtained legal advice.

### b) *Project management*

Good project management is about ensuring that everybody knows what is expected of them and ensuring that they do it. There needs to be one key contact in each department who is responsible for the actual delivery of the sponsorship benefits. Communication is the key to success and it is advisable to hold regular progress meetings with those involved. It is to your advantage to keep the sponsor involved and interested, so remember to keep them up-to-date with developments. If a problem does arise, it is best to discuss it with the sponsor sooner rather than later.

In any case, PRINCE 2, which is the agreed common standard for the authority, should be used, wherever staff have been trained on it. If not, SEDE Team (01273 482859) will be able to advise on project management.

c) *What to avoid?*

Here are some suggestions of things to avoid:

Phrases

- “Dear Sir” – you need to ensure that you have the name of the person who deals with sponsorship, otherwise your letter could be lost in what could be a large organisation’s system
- “Next month, we are...” – timing is key and you need to ensure you leave sufficient time for the organisation to think about sponsoring you or not.
- “I look forward to hearing from you” – always follow up your approach and not wait to be contacted.
- “Would be most grateful for any donation you can make...” – sponsorship is not donations or fundraising.
- “We need this much money...” – you will need to assess the value of benefits you are offering and then to charge according to their potential gain.
- “It started to go wrong when they expected too much...” – a carefully worded contract will ensure that everybody knows what to expect.
- “We could have invited...” – have the foresight to invite potential sponsors to your events, it really does offer opportunity to open negotiations or arrange a meeting.
- “All I got was a standard rejection letter...” – you need to call them and find out why, perhaps it was the wrong time, or not the right person, etc.

Approach (again things to avoid)

- Lengthy proposals – the written approach is to secure a meeting, at which you will be able to give more details
- Fancy packaging, too many enclosures – whilst you need to be professional, you do not want to overload your potential sponsor with too many details

- Cold mailing – make an effort, don't just send the same letter to organisations, try to show them you have done a bit of research.
- Create a project or compromise outcomes to match a sponsor's needs – do not compromise the Council's objectives to meet the sponsor's demands.

### **III – Finances**



For any sponsorship deals, you MUST first gain approval from main budget holder and seek advice from your Finance Officer (see details on page 18).

#### 1. Sponsorship and taxation

When entering into a sponsorship agreement the County Council needs to consider the VAT consequences.

##### *a) When is VAT due?*

The County Council must account for VAT on any sponsorship it receives, if it is obliged to provide the sponsor with a significant benefit. Examples of the type of benefits which would attract VAT are:

- Naming an event after the sponsor
- Displaying the sponsor's company logo or trading name
- Allowing the sponsor to use the ESCC name or logo
- Giving free or reduced tickets
- Allowing access to special events
- Providing entertainment or hospitality facilities
- Giving the sponsor exclusive or priority booking rights

This list is not exhaustive. The key factor in determining whether the County Council has to account for VAT is that the agreement with the sponsor requires the County Council to do something in return for the sponsor's support.

##### *b) When is VAT not due?*

Where the financial or other support is freely given, and secures no benefit for the donor, VAT isn't due. Nor do insignificant benefits attract a VAT charge. HM Customs and Excise provide the following examples of insignificant benefits:

- Giving a flag or a sticker
- Naming the donor in a list of supporters in a programme or notice
- Naming a building or university chair after the donor
- Putting the donor's name on the back of seat in a theatre

##### *c) How is the VAT Calculated?*

The VAT must be calculated on a value that covers everything received by the County Council from the sponsor.

If the sponsorship is purely financial, then it is the actual amount given by the sponsor.

If the sponsorship takes some other form then a value must be placed on the non-monetary consideration. You should normally calculate this by reference to the price, excluding VAT, which a customer would have to pay for the service if money was the only consideration. Speak to your finance contact about the accounting procedures for non-monetary receipts.

For further information on VAT implications of sponsorship, please contact Karen Regan, Assistant Financial Compliance Manager (VAT), on 01273 482573.

## 2. Costing a project

When working out how much you need to ask for, it is important to know exactly how much the project will cost and where the other funding is coming from. The sponsor will be more interested in the value of the project to the organisation than in the cost of the project. Think about what benefits the sponsor will get and try to calculate how much these benefits are worth commercially.

*For example:*

*A small festival over one week-end attracting about 2,000 visitors between 25-45. Two local press articles will be issued and a programme printed.*

*Although the festival will cost £12,000 to stage, with minimal publicity planned, the commercial value to many sponsors may be no more than £1,000. If, however, you find a company whose target market is that age group and the festival could be named after them, then the commercial value will increase.*

## **IV – Marketing and publicity**



**All marketing and publicity coverage should be dealt with through your department's Communication Officer.**

- Publicity and media coverage will be arranged by the County Council for all large sponsorship arrangements
- The use of branding and logos of any supporting company must not interfere with County Council's own corporate identity – contact the Corporate Graphics Adviser for further details on 01273 481341.
- The size and positioning of sponsors' logos on any promotional material, goods or signage will be considered by the appropriate lead officer. Publicity should be appropriate to the percentage value of sponsorship.

Any queries concerning the County Council's "Guide to Raising Sponsorship" and the Corporate Sponsorship Policy should be directed to the Strategic Economic Development and Europe Team (01273 482859).

## ANNEX 1 – Sample proposal

Address  
Street  
Town  
East Sussex

4th February 2000

Contact tel: (01273) 123456  
Contact fax: (01273) 476118

Dear <sup>1</sup>,

I am writing to you on behalf of *the name of your organisation/project* to invite you to sponsor this year's *project name*.

Last year was the first year of the *project name* and it was incredibly successful with every event well attended. This success was due to the range and breadth of our programme, the energy and expertise of our staff and the high level of publicity and press coverage that we achieved for the project.<sup>2</sup>

The main aim of our project is:

- Explain what are you going to deliver?
- List the key elements

Who will you target? Shape this section to suit the sponsor – (i.e. if you are organising an arts festival and your sponsor is a local restaurant or a record shop you will want to persuade them that your target group are adults with money to spend on eating out/buying records.) e.g.

Our afternoon performances attracted families, older people and professional people from place and the surrounding area. Our evening events attracted professional adults from place and the surrounding area as well as a large number of visitors to the town from beyond Sussex, who had a keen interest in e.g. classical music /elements of project.

If your sponsor doesn't directly/have an obvious link to your project you may like to emphasise the spin offs of your project e.g.

However, we also aim to stimulate the local economy by:

- 1) attracting visitors to the area who used additional retail and hospitality outlets;
- 2) promoting local business
- 3) making use of local venues

Now cost up the value of what you have to offer (advertising for the company, free tickets to an event) – What will you offer them in return for their sponsorship?  
For example you could offer them...

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<sup>1</sup> Always insert the name of the business contact that you are writing to – DON'T put Sir or Madam. Call and find out the name of the Company Director...

<sup>2</sup> Sell yourself. If this is a regular event, stress past success, publicity elements, aspects of your project that will appeal to the organisation. If this is a one off /new project demonstrate your success in organising similar events. They will want to know that they are giving money to a group who has the expertise to deliver the project and to manage money properly.

Any organisation sponsoring an event will receive publicity on any materials publicising the event/on T-shirts etc, official sponsor status in our Programme/leaflet, four free tickets to the concert/first football match with a complementary bottle of wine and an invitation to our official sponsors opening event (the latter offers them a networking opportunity)

Then what do you want them to give you? Give a cost to sponsorship of each element. Sponsors are more likely to come forward if you ask for a reasonable and named amount and you let them know exactly what it is that they will be paying for. Wherever possible try to match the element with the sponsor. You also need to ensure that the sponsor is clear on exactly what they are not paying for to avoid any confusion at a later date.

We would like to invite (\*make it seem like you are offering them an opportunity) *name of company* to sponsor the *name of project* for a sum of:

e.g. ask a restaurant which may sponsor an arts event for:  
£500 for an evening performance  
AND/OR .....

Ask a garden centre which may sponsor a community garden project for:  
£250 towards the cost of bedding plants  
AND/OR.....

Ask a sports shop which may sponsor a local football team for:  
£300 of sports kit

You should also give them the option of providing other contributions:

If you have any alternative 'sponsorship' ideas (contributions of materials or resources), then we would be happy to discuss these with you.

Don't wait for them to contact you. Let them see that you are committed to your project.

I will leave you to contemplate these proposals for a couple of days and will contact you to discuss them early next week. In the meantime should you wish to contact me, please do so on the number above. I would be happy to come and present to you and your board if this would be helpful to you. I look forward to speaking to you about this opportunity to sponsor this highly visible/community-based/local/regional (whatever appeals!) project.

And if you have anything from a previous year/project that you have managed....(press releases/posters etc)

I enclose some materials from last year's project for your information.

If you have a constitution/management structure you may also like to include this.

With best wishes,

Your main contact person

## ANNEX 2 – Sample letter of agreement

This letter is for guidance only and should be adapted to your own needs. It should be signed by an Assistant Director after legal advice has been obtained.



Dear xx,

Sponsorship of this year's EVENT

I am delighted that you have decided to sponsor our event, due to take place on xth Month. As agreed, I will invoice you for the total sum of £xx plus VAT on xth Month.

I think it would be helpful to confirm the other points we discussed at Yesterday's meeting. Your sponsorship will be acknowledged as follows: "This event is sponsored by *Name of Organisation* [LOGO]".

We expect to credit your organisation on our printed materials as follows. In all these cases we will show your credit in the main colour of the individual piece of print.

1. **Posters** – we will print x A3 posters in four-colour that we will distribute to libraries, notice boards about one month before the event. We are expecting to credit you as per above and will show you the design work as soon as it becomes available.
2. **Display advertising** – our display advertisements in the Evening Argus will carry your acknowledgement as per above.
3. **Etc**

We agreed that Mrs X in our Press Office will co-ordinate the press releases, do send her your mailing list.

We agreed that you will have xx. We agreed our next progress meeting will be at 2pm on xth Month in my office.

[Set out here what will happen if either party wishes to pull out](#)

I hope I have accurately covered everything we talked about, do call if you think I have missed anything, otherwise I shall assume all this is acceptable to you.

Finally, can I say that we are delighted that your organisation is sponsoring us and we shall be making every effort to ensure the partnership between us is a fruitful one.

Yours sincerely

Mr W

**ANNEX 3 – Sample contract**

This form is for guidance only and should be adapted to your own needs. The contract should be finalised in consultation with the Council’s Director of Law and Performance Management.



Dated Day Month 200x

East Sussex County Council

And

*Organisation’s name*

A Sponsorship Agreement in respect of the *Name of Project*

AN AGREEMENT made on xth day of *Month*, Two Thousand and x.

BETWEEN Organisation (hereinafter called “the Sponsor”)

AND East Sussex County Council (hereinafter called ESCC)

WHEREBY IT IS AGREED

1. In consideration of the agreement by the Sponsor to pay ESCC the sum of £figure (in letters) to sponsor the project, ESCC agrees to provide the credits and benefits set out in paragraph 2 below.
2. From xth Month 200x to xth Month 200x, ESCC agrees:
  - (1) To credit the Sponsor by giving its name and details of the value of the sponsorship in all press releases concerning the project.
  - (2) To give the Sponsor prominent acknowledgement on all *publicity materials* (list them all)
  - (3) Etc
  - (4) That the exact colour and style of the typeface for the credits given under clauses 2 (1) to 2 (3) above shall be determined by the Sponsor and ESCC’s Communications Team and shall form a separate agreement. If no agreement is reached by a date being two months prior to the event taking place, ESCC’s views shall be considered binding.
  - (5) To offer to the sponsor a maximum of x tickets, etc.
  - (6) To provide the Council Chamber free of charge to the Sponsor between 5pm and 1130pm on the first day of the event. All costs relating to entertainment to be borne by the Sponsor.
  - (7) To provide a 5m x 2m space in County Hall for an exhibition relating to the Sponsor’s products. ESCC will be consulted as to the content and style of the exhibition
  - (8) To co-ordinate a press launch announcing the sponsorship by the Sponsor at a time and place to be agreed by both parties. The cost of such a press launch to be borne by the Sponsor.

Payment

3. Payment of the said sum of £figure (in letters) shall be made in full not later than the 21<sup>st</sup> day of Month 200x.
4. The payment shall be subject to Value Added Tax at the then current rate which shall be payable on receipt of ESCC’s invoice for the same.

P.T.O

Other agreements

5. It is agreed that all matters relating to the content and administration of the project shall remain the exclusive responsibility of ESCC.
6. It is agreed that in the event of the event being revived by ESCC the Sponsor will be granted first option to renew sponsorship of the event at a cost to be agreed. The Sponsor will give its decision on such renewal not less than six months before the start of the revival.
7. In the event of the cancellation of the event for whatever reason, this agreement shall be null and void. ESCC shall forthwith return to the Sponsor the balance of the sum referred to in clause 3 and paid to ESCC together with full accounting for the monies expended from the said sum. Thereafter the Sponsor may at its election sponsor any one event at ESCC within the next eight months following the cancellation of the balance referred to hereunder.

IN WITNESS WHEREOF the parties have hereunto signed the day and year above written

Duly authorised for and on behalf of  
The organisation's name

Witnessed:

Duly authorised for and on behalf of  
East Sussex County Council

Witnessed:

## **ANNEX 4 - Sources of support**

### **People**

- Any query related to Sponsorship should be passed onto your Departmental Bidding Officer/contact, for which details can be found at:  
<http://esccewebsite/website/funding/contacts.htm>
- The Research and Intelligence unit/Invest in Sussex hold company information to help you match your project to the most appropriate potential sponsors, their details are as follows: [www.eastsussexcc.gov.uk/esussex](http://www.eastsussexcc.gov.uk/esussex)

For all general matters on sponsorship, contact Véronique Poutrel on 01273 482859

For all legal matters, contact Andrew Ogden on 01273 481557

For all Financial matters, contact Ian Woolsey on 01273 482561 or your departmental finance team

For help in identifying current or potential Council contractors/suppliers, contact your departmental contracting/procurement team or the Corporate Procurement Team – Jonathan Campbell 01273 481847

For all publicity matters, contact the Communication Team – Mary Hayler 01273 481524

### **Books**

- The Guide to UK Company Giving, written by John Smyth, published by the DSC at £25, ISBN 1-903991-02-1, also available to borrow from the Strategic Economic Development and Europe Team
- 
- Finding Company Sponsors for Local Causes: A Starter Guide, written by Chris Wells, published by the DSC at £7.95, ISBN 0900360306
- The Sponsorship Manual - Price £15 , The essential guide to sponsorship of the arts: includes a five step plan of how to obtain sponsorship. Tel: 020 7378 8143
- Business Investment in the Arts 2000/2001 - Price £40  
This comprehensive report details sponsorship spend across the UK, with breakdowns by region and by art form of cash sponsorship, corporate membership, sponsorship-in-kind and corporate donations. Tel: 020 7378 8143
- Hollis Sponsorship & Donations Yearbook  
The Hollis Sponsorship & Donations Yearbook is the essential information channel between companies, sponsorship or funding seekers and support services. Meticulously updated and expanded, the yearbook is a prerequisite for every executive working in the sponsorship or corporate donations field. It is the only publication listing both sponsors and seekers in all sectors in one volume  
Website: <http://www.hollis-pr.com/publications/others.htm>  
Email: [orders@hollis-pr.co.uk](mailto:orders@hollis-pr.co.uk) Tel: 020 8977 7711

### **Websites**

<http://www.cabinet-office.gov.uk/central/2000/sponsorship%20guidelines.htm>

[www.uksponsorship.com](http://www.uksponsorship.com)

[www.sponsorship.co.uk](http://www.sponsorship.co.uk)

## **ANNEX 5 – Sponsorship Checklist**

1. Read the Corporate Sponsorship Policy and the Guide to raising sponsorship manual
2. Inform your Departmental Bidding Officer/Contact who will be able to advise you on other possible sources of funding and/or whether sponsorship is appropriate for the activity you want to carry
3. Gain approval from your Departmental Management Team's member for progressing with the sponsorship deal
4. Enter details of the sponsorship deal onto the Corporate Bidding database, selecting "Sponsorship" as funder
5. Seek advice from your finance team to check your budget and help you with risk assessment, they may also wish to carry out a financial stability check of the company. You will need to speak to Communications when using the County Council's logo and with regard to publicizing any sponsorship deals. You will also need to get Legal Services to check the contract you will have drafted (using example from the Guidance document)
6. Check the relationship of the company with the County Council through the Corporate Procurement Unit who will be able to advise you on existing contracts, forthcoming negotiations, etc and through the Strategic Economic Development and Europe Team which has a co-ordinating role.
7. Departmental Bidding Officers/contacts share information with each others at the monthly Bidders Internal Group (BIG) to see if there are options for corporate working
8. If the sponsorship money you are looking for is over £10,000, approval will need to be sought from the relevant Chief Officer; if it is over £100,000, a report will need to be made to Cabinet via the Chief Officers' Management Team (COMT).
9. Once the sponsorship deal is signed off, update final details onto the corporate Bidding database
10. When the result is known, notify your DMT member/COMT and your Departmental Bidding Officer/contact who will then notify BIG and update the Database.

## Sponsorship checklist

