

# Sponsorship Declaration

SSMU Student Groups



Updated as of 2019-04-23



**Students' Society of McGill University**

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*Located on Haudenosaunee and Anishinaabe, traditional territories*

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# 1. OVERVIEW

We recognize that external sponsorship is a great way to raise funds for your Club or Service and help foster ties within the McGill community. Most student groups will aim to gain sponsorship from outside the SSMU to help bolster their budgets and help finance some of their activities or events. However, sponsorship can also offer products and services, such as discounts on products or even free goods!

# 2. PURPOSE

This guide has been produced to help SSMU Clubs and Services who are looking to secure sponsorship for their respective groups. The premise for this guide is to help you gain sponsorship by implementing a standard process which you should go through, reminding you of the responsibilities this entails, and ultimately protecting your student group.

This guide will provide you with some helpful tips and resources to assist you in your mission to raise funds and support your group's activities and events throughout the year, as well as provide you with a step by step guide through the process you should undertake in order to make your sponsorship agreement legal, legitimate and secure.

Please be advised that SSMU Student Groups have the authority to seek and negotiate sponsorship within these prescribed guidelines, but they cannot sign any contracts on behalf of themselves. They do not have the authority to offer the name of the University or of the Students' Society of McGill University for use by a sponsor. Please note that you should take the liberty to be creative in your sponsorship proposals. Should you require additional assistance, please contact the Operations Department.

## 2.1 Definitions

**“SSMU”**

Shall refer to the Students' Society of McGill University.

**“Student Group”**

Shall refer to all Clubs and Services under the Students' Society of McGill University.

**“Sponsor”**



An individual or external organization that supports an event, activity, or student group financially or through the provision of products or services.

#### **“Sponsorship”**

Refers to a business transaction between your Student Group and a company/business in which financial assistance, products or services are provided and/or exchanged.

#### **“In-Kind Sponsorship & Discounts”**

In-kind sponsorship is a type of sponsorship where the sponsor agrees to provide goods or services (value in kind) instead of monetary contribution as part of a sponsorship agreement.

If you and your Student Group are regular customers of a particular business, then you may be able to negotiate sponsorship in the form of a discount:

- This could be money off equipment, supplies or food ordered from a specific store or vendor (ie. 15% off at Subway);
- reduced admission price to events (group rates);
- or a discount when hiring specific services or facilities.

#### **“Prohibited Sponsors”**

Please be advised that there may be some companies and organizations that would not be allowed to sponsor Student Groups, as they have been banned from advertising through the SSMU due to legal or policy reasons. Sponsorships involving controlled substances, tobacco brands, alcohol, gambling, and adult entertainment companies are not permitted.

## 3. SPONSORSHIP PACKAGE

A Sponsorship Package can be given to companies and potential sponsors as a way to introduce your group, as well as provide detail in regards to what you would like to achieve through a potential partnership. When creating your group’s package, consider the following:

- What is your group about/number of members/what do you do (include figures/demographics)
- Letter from the President or Executives
- What are your group’s interests/annual events/activities
- What would the sponsor gain from your group? (i.e Marketing, publicity, targeted audience, brand exposure, etc...)
- What would you like from the sponsor? (ie. Monetary, In-Kind, space, discounts...)
- Previous sponsors you’ve worked with
- Contact Details



Once this is complete, your Sponsorship Package must be consulted and vetted by the Operations Department. This can be submitted to the Sponsorship Coordinator at [sponsorship@ssmu.ca](mailto:sponsorship@ssmu.ca). Allow at least 2 business days for us to review your package. If it requires editing, the coordinator will send you back the package with suggested edits. If it has been approved, you will receive a confirmation email advising that you may proceed in securing prospective sponsors.

## 4. SUBMITTING YOUR DECLARATION FORM

All potential Sponsorship agreements with your student group must first be declared to the SSMU by submitting the [Sponsorship Declaration Form](#).

*Please be advised that this includes external parties tabling at your internal and external events.*

Fill in the “Sponsorship Declaration Form (see APPENDIX A for example), detailing all you’ve agreed when meeting with the sponsor. It’s important that you include as much detail as possible, in case there are any issues with your sponsorship later on. Think about any possible things that might go wrong or any circumstances where you might not be able to deliver what you’ve agreed. Also, do not promise anything on behalf of any other student groups (or the SSMU) - even if your group has a joint agreement, clearly define your responsibilities separately.

Once your form has been received, it will be carefully reviewed by the Operations Department. Your group will then be contacted within 2 business days.

## 5. CREATING THE CONTRACT

If your declaration form is approved, the Operations Department will create a sponsorship contract on behalf of your group. The contract will then be emailed to all respective parties (ie. Your group and your Sponsor). It is however, your group’s responsibility to return a signed copy by email to the [Sponsorship Coordinator](#) (PDF format) or by dropping off a hard copy to the Operations office to complete this process.

Remember that SSMU student groups are not permitted to sign any contracts on behalf of themselves, or their Student Group (club or service) as these organizations are not considered legal entities.

## 6. PAYMENT

Once the contract has been approved and signed by all respective parties, an invoice will be sent to the Sponsor to collect all monetary sponsorship. For accountability and transparency purposes, all



monies earned from sponsorship contracts shall be deposited into their respective bank accounts upon receipt.

For any in-kind sponsorship (e.g. t-shirts, water bottles, granola bars, etc.), it is your group's responsibility to make arrangements to receive these items.

*Please note that all Sponsorship sums received are subject to **GST and QST**.*

*Be advised that this information is subject to change with evolving federal and provincial laws and regulations. Should there be alterations to factors influencing this information, we will amend this information to reflect said changes immediately.*

For groups who have had relationships with a current sponsor for the past 5 consecutive years, SSMU will allow these initial groups to be "grandfathered" into the new sponsorship guide. The grandfathered sponsors would be eligible for reduced Option 1 pricing, at 5% to a maximum of \$250.00. These sponsors would only be eligible if a group could prove their relationship with a sponsor over time. (ie. Past contracts, email chains, signatures, receipts, etc.)

**Tip:** *Coordinate pick-up and drop-off of goods in advance! This can also be submitted as part of your agreement in the "Sponsorship Declaration Form".*

**Option 1:** Student Groups may seek out their own Sponsors, and simply provide the Operations Department with their proposal and required information needed for processing. In turn, the group will collect **90%** of the revenue- **10%** to a maximum of 500.00\$ will go towards administrative fees.

OR

**Option 2:** Student Groups may ask the Operations Department for assistance in finding Sponsors and/or creating a Sponsorship Package, however the following charge(s) will apply:

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Administration Fee

50% of total revenue from Sponsor

- Seeking sponsors;
  - Sponsorship package;
  - Creating a contract;
  - Collecting signatures;
  - Creating an invoice;
-



## 7. MAINTAINING THE RELATIONSHIP

Nurturing a relationship with your sponsor is an ongoing process. Once you establish a strong rapport, you have a company/business that will have your back for subsequent events. A healthy sponsor relationship is also a win-win situation where both sides get out of it what they put in.

Signing a sponsorship contract is the start of a commitment and it is important that you maintain your agreement with a Sponsor. The more proactive you are in working with your Sponsor the more likely they are to work with your group in the future. Honoring your commitment is vital to this, but doing a few extras also helps. Here are a few tips to help promote a long term relationship with your Sponsor:

- A thank you letter or card;
- Pictures of sponsored events and/or activities;
- A friendly phone call;
- Invitations to your group's events, conferences, etc.;
- Arrange a mid-contract meeting to discuss and provide feedback in regards to your agreement;
- Be honest and communicate! Maybe something isn't working well; perhaps your contract may need revision?
- Represent the company/business well.



## APPENDIX A - AGREEMENT (Example)

THE STUDENTS' SOCIETY OF MCGILL UNIVERSITY DETAILS	
<b>Name of Group:</b> SSMU Dessert Club	
<b>Name of Executive or Member (Primary Contact):</b> Leah Regan	
<b>Executive or Member Title:</b> VP Internal	<b>Telephone No:</b> 514-864-7205
<b>SSMU Email:</b> ssmudessertclub@ssmu.ca	

### STUDENT GROUP DESCRIPTION

The SSMU Dessert Club is part of the Students' Society of McGill University and exists to allow students to gather together and enjoy desserts from all over the world, as well as partake in their own events. We are made up of 40 members and we meet at least once a month and hold 4 events/activities over the school year, including our "Great Montreal Dessert Tour" and various baking workshops over the course of the semester.

SPONSOR DETAILS	
<b>Name of Organization/Company:</b> The Happy Flour Bakery	
<b>Address:</b> 127 Ave des Pins E, Montréal, QC H2W 1N9	
<b>Contact Name:</b> Jessie Russo	<b>Job Title/Position:</b> Manager
<b>Telephone No:</b> 514-783-0573	<b>Email:</b> happyflourbakery@gmail.com
<b>Sponsorship Type:</b> In-Kind (cupcakes); Discount (loyalty cards); Monetary (\$200.00)	
<b>Sponsorship Total (monetary):</b> \$ 200.00 (CAD) *Indicate the final amount to be invoiced (this sum should include applicable taxes).	
ie. \$173.00 + \$8.70 (GST 5%) + \$17.35 (PST 9.975%)= \$200.00	





<b>Contract Length:</b> 6 months	
Start Date: 2019/09/01	End Date: 2019/04/01

### **SPONSOR DESCRIPTION**

The Happy Flour Bakery in Montreal's premiere Italian bakery and dessert shop since 1986. With delicious cupcakes, pastries, brownies, chocolates, truffles made to order and baked with finest and freshest ingredients.

## **TERMS OF SPONSORSHIP**

### **BENEFITS OF SPONSORSHIP FOR THE STUDENT GROUP (including non-financial benefits)**

The Happy Hour Bakery will provide:

- At least 12 cupcakes to be enjoyed at monthly club meetings.
- \$200.00 (CAD) in cash, to be paid at the beginning of the term. It is arranged that the Students' Society of McGill University to invoice The Happy Flour Bakery at the start of the term, and that the money shall be paid into the respective club account (-10% for administrative fees).
- A loyalty card to all members of the SSMU Dessert Club in which they receive 15% off of their total purchase.

### **BENEFITS OF SPONSORSHIP FOR THE SPONSOR (including non-financial benefits)**

The SSMU Dessert Club will:

- Post Happy Flour's logo on all posters and flyers at club events.
- Hold a holiday party at the Happy Flour bakery on a mutually agreed date, bringing in no less than 30 members (who will purchase a minimum of \$10.00 off of the menu).
- Create (1) Facebook Post directing the McGill community to the Happy Flour bakery.
- Feature Happy Flour's Logo on the club website.

### **ANY OTHER RELEVANT INFORMATION OR DETAILS**

We have made arrangements to pick up a dozen cupcakes on the last Friday of every month from the shop located at: 127 Ave des Pins E, Montréal, QC H2W 1N9 for our monthly meetings.

### **MONITORING THE AGREEMENT**

Executives from the SSMU Dessert Club and Representatives from Happy Flour will meet up at least once a month before each SSMU Dessert Club event.