

Financial Management

6.1 Guidelines for Management of Daily Financial Activities

When the new club executive is elected the bank account mandate should be ammended immediately. It is important to note that at least **two signatories are required on every cheque that the club may issue and every withdrawal made**. Under the rules of the AUC **one of these signatories must be the club Senior Treasurer**.

In order to amend the signatories on the club bank account the club is required to submit the following documentation to the Executive Secretary:

- Minutes of the A.G.M. / E.G.M detailing the election of the new executive.
- Completed Senior Treasurer nomination form.
- The bank mandate with the names and signatures of the new signatories.
- A mobile telephone number and e-mail address must be provided to the Executive Secretary for all signatories to enable the setting up of on-line banking.

The AUC Executive Secretary will verify the details of the documentation submitted and if correct, provide the club with a letter to submit with the completed bank mandate to the bank concerned. This letter will confirm the identity of the signatories and advise that the Senior Treasurer must sign all cheques and withdrawals from the account with one of the other signatories. Please note that for 2022/23 the AUC Executive Secretary must be a signatory on all club accounts.

The completed bank mandate and AUC letter should then be returned to the bank concerned. It is important to note that **no money will be issued to a club unless this process has been completed**.

In terms of the management of daily financial activities the following apply:

- a. All club accounts must be held in the Campus branches of Bank of Ireland or Allied Irish Banks.
- b. No club should hold separate bank accounts in the name of the club, or under any other name other than for a specific other purpose relating to the club, which may be temporary or permanent without the express permission of the AUC. Likewise no account shall be held in the name of any individual for the purpose of receiving and/or disbursing club funds. **The Senior Treasurer and the AUC must be kept informed of all club accounts and account numbers.**
- c. All clubs must conduct their accounts on a cheque book basis and/or electronic banking as approved by the AUC. All subscriptions, participation fees, ticket receipts and other cash receipts must be lodged to the account of the club. All bills, invoices or other monies due, must be paid by cheque or via online banking as approved by the AUC. Copies of same must be retained for inspection by the Senior Treasurer. Gate or other receipts from events or activities cannot be used to fund the event or activity directly, but must instead be lodged to the account with the money then being withdrawn by cheque or by electronic payment.
- d. Where a cheque is used, clubs must issue their cheques with a business duplicate cheque book to ensure that a copy of each cheque is kept.
- e. No cheques can be made out to cash, other than where there is no alternative. In all such cases the club must gain permission from their Senior Treasurer before making payment in such a manner.
- f. All cheques must be crossed '**Not Negotiable**' and '**A/C Payee only**'.

- g. The club must ensure that copies of all club bank account (s) statements are forwarded to the Senior Treasurer.
- h. In all cases, (as part of the grant process) the club must submit copies of bank statements for any additional account(s) with copies of the statements of their principal account to the AUC. In addition, the signatories on such account(s) may not be different from the signatories on the main account(s) of the club.
- i. All clubs with regular weekly or daily expenditure must keep a receipt book detailing all cash inflows and outflows, which can then be reconciled with the bank statements.
- j. Where a club wishes to dispose of a club asset, e.g. equipment, the club must inform the AUC of their intention. All monies received from the subsequent disposal of the asset must be lodged to the club bank account and the income recorded in the club accounts.
- k. **No club may enter into an overdraft/loan agreement without the express agreement of their Senior Treasurer and the AUC for each such instance.** Instances of 'forcing credit' by overdrawing the account without bank authorisation will not be tolerated and will be reported to the AUC by the bank. Those responsible for 'forcing credit' will be held personally liable for the amount outstanding.
- l. At the end of the academic year it is important that an operating balance remains in the club account to facilitate basic administration functions of the club for the start of the next academic year. In addition, as grants are not usually paid until late October, clubs should also ensure that they retain sufficient funds to cover the cost of competitions or events that may be taking place during the first few weeks of the new academic year.
- m. Where the club is collecting cash from members, two committee members must be present at all times. Both committee members must count the cash and confirm the figure for lodgement to the clubs bank account. Where possible club members should be encouraged to make a payment electronically in to the clubs bank account.
- n. Only cheques completed with details of the payee and the relevant amount are to be signed by the relevant signatories. **No blank cheques should be signed.**
- o. Where it has been approved by the Executive Secretary clubs may operate on-line banking. However, those listed as users on such accounts must be the same as those listed as signatories on the clubs account mandate. Furthermore, the Senior Treasurer plus one other signatory (user) must authorise all payees and payments.

Annual Accounts Summary Sheet for 2021/22

This section should be completed by the Senior Treasurer with your club's bank statements to hand.

Senior Treasurer Name:		Date:	
Signature:		Email:	

Copies of your opening and closing bank statements should be uploaded to the Club Doc Upload System., highlighting the opening and closing balance figures on the statement. Please complete the details below where asked to enter data in the BLANK CELLS. Other data will be copied automatically from earlier sections of the form. Data in this section should match your club accounts and data provided earlier in the form. Please do not enter any data cells where "transferred automatically from earlier section or automatically calculated" are adjacent to the cell.

Financial Year 2021/22	Date	Bank	Cash	
Start Date 2021/22 and Opening Bank and Opening Cash Balance				You must enter in both a Start and End Date. These dates should match what is on your Bank Statements. You should also highlight said figures on the Bank Statements uploaded to your Club Document Upload System.
End Date 2021/22 and Closing Bank Balance and Closing Cash Balance				

The dates entered here should match dates on your bank statements and accounts.

Income - 2021/22	Euro	
Annual Grant 2021/22 (including amount paid to coaches on your behalf by the AUC)		Any discrepancies will result in a delay in payment of the grant.
Special Grant 2021/22		
Membership Subscriptions	0	Transferred automatically from earlier sheet
Income from Sale of Equipment	0	Transferred automatically from earlier sheet
Sponsorship	0	Transferred automatically from earlier sheet
Fundraising	0	Transferred automatically from earlier sheet
Donor Contributions	0	Transferred automatically from earlier sheet
Member Contributions	0	Transferred automatically from earlier sheet
Other Income	0	Transferred automatically from earlier sheet
Total - Income	0	automatically calculated

Expenditure - 2021/22	Euro	
Domestic Competition Expenditure	0	Transferred automatically from earlier sheet
Equipment Expenditure	0	Transferred automatically from earlier sheet
Equipment Repairs & Maintenance	0	Transferred automatically from earlier sheet
Affiliation Costs	0	Transferred automatically from earlier sheet
Individual Affiliation Costs	0	Transferred automatically from earlier sheet
Insurance Costs	0	Transferred automatically from earlier sheet
First Aid Costs	0	Transferred automatically from earlier sheet
Ambulance & Physiotherapy Costs	0	Transferred automatically from earlier sheet
Coaching Costs	0	Transferred automatically from earlier sheet
Other Costs	0	Transferred automatically from earlier sheet
Other Costs where the AUC made no contribution	0	Transferred automatically from earlier sheet
Total - Expenditure	0	automatically calculated

Uncashed Cheques and Payments Pending	Euro	
Balance in Bank at end of 2021/22 year (as per date above)	0	Transferred automatically from above
Less		Expand on details in the applicable section below if necessary.
Cheques not Cashed		
Payments Owed (please provide details below)		
Specific purpose funds being held (please provide details below)		
Balance Available 2022/23 (Opening Bank Balance 2022/23)	0	automatically calculated

Details of Payments Owed in 2021/22	Euro	
Total	0	automatically calculated

Details of Specific Purpose Funds being held for 2022/23	Euro	
Total	0	automatically calculated

6.3 Grants

All clubs affiliated to the AUC are eligible for grants from the AUC to assist in the day to day running of the club. Grants are dependent on money received from the University and will be distributed according to membership size, club requirements (e.g. large capital items of equipment or hiring of outside facilities), activity and participation level, coaching costs, domestic competition level etc. Grants allocations are made on the basis of the applications received from each club and are not based on precedent. The AUC Executive when considering the applications places particular emphasis on the financial management and planning of the respective club.

The AUC awards grant funding to clubs for the following purposes:

- Coaching and training expenses.
- Intervarsity competition costs.
- National / domestic competition costs.
- Affiliation fees.
- Equipment costs.
- First Aid equipment.

Full explanatory notes on the AUC's grant allocation model are contained in Appendix 11.

It is not possible for the grant funding from the AUC to cover one hundred per cent of any clubs costs. Clubs should therefore seek to secure additional funding to cover the cost of their activities through their membership, sponsorship and /or fundraising.

It is very important that the club follow the guidelines below in order to receive their grant from the AUC. Failure to do so will result in reduced / no funding being allocated, which will consequently penalise all members of the club.

In terms of the 2022/23 academic year, the AUC has decided to implement the following changes:

- Clubs will have until November 4th to resolve any outstanding issues/paperwork with their grant application. Any outstanding paperwork is to be emailed in bulk from the club to the Executive Secretary (suzanne.bailey@ucd.ie) by November 4th. Where documentation is still incomplete on November 4th access to facilities will be immediately withdrawn. Insurance of activities will be suspended and the club will not be permitted to operate on or off campus in any capacity. The club will also be subject to a 10% reduction in their grant should they be reinstated at a later date. A meeting of the AUC Executive will take place on November 15th or 16th to review any additional paperwork submitted by clubs and reinstate clubs where they have subsequently completed grant requirements.

Any club reinstated at that time will be subject to a 10% reduction in their grant. Where clubs have engaged paid coaches who they propose to pay at the end of Semester 1, the AUC will only process such payments where the grant process has been completed in full by that club. Ultimately it is you, the club, which recruits and manages your coaches. Therefore, you have a responsibility to resolve any outstanding paperwork so that your grant and coaching payments can be made.

- Where the AUC does not have the required documentation on file for a coach/manager/leader (namely Vetting, Sport Ireland Safeguarding 1, Contract/Volunteer Letter of Engagement & Code of Conduct) they will not be permitted to coach/manage/lead a UCD club at all. You are therefore asked to ensure that all coaches, managers and leaders that will be involved with your club in September 2022 are vetted via the AUC and have an up to date Sport Ireland Safeguarding 1 Cert before September 2022. For the 2022-23 academic year the coaching documentation requirements are still part of the grant application process but the documentation (Ex. Vetting) it is not sent via the grant upload system. The documentation will be submitted via a google form by each coach/leader. The applicable form, either the Coach Employment Pack and a Volunteer Coach/Leader Pack, must be submitted before a coach/leader/manager commences in their role. Similarly, coaches/leaders/managers must also be vetted by the AUC prior to beginning in their role. Any club that is found to have a coach/leader/manager operating in their role without the required documentation will be immediately stopped from operating any activities and the club will be referred to the AUC's Disciplinary process. A full review of coaching documentation will be completed during the week of September 12th.

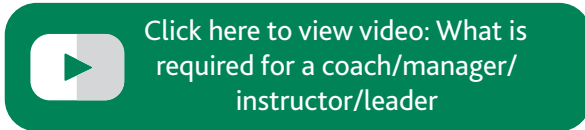
6.4.1 Grant Application Process

There are three stages to the grant application process.

Stage 1: Deadline September 9th, 2022

- A list of coaches, leaders, managers must be sent to paula.cashman@ucd.ie.
- Each club will be informed as to which, if any, coach/leaders/managers vetting and/or safeguarding has expired, will expire within the upcoming academic year or is valid.
- Vetting: All coaches/leaders/managers requiring vetting must apply via the AUC to be vetted. Vetting is valid when following a review of the vetting disclosure the coach/leader are deemed

suitable to work in UCD. The coach/leader/manager and the club will receive an email in this regard. We advise coaches/leaders to begin the vetting process early as the vetting process can take a number of weeks to complete.



- Safeguarding: Similarly, any coach/leader/manager that does not have a valid Safeguarding 1 certificate cannot begin in their role in UCD. The AUC runs Safeguarding 1 courses throughout August-November. In the first instance a coach/leader must complete the Safeguarding 1 course in person, this certificate is valid for 3 years, before the 3 years is up the coach/leader/manager must renew their certificate by doing the **Sport Ireland Online refresher course**, the refresher certificate is then valid for a further 3 years, before this certificate expires the coach/leader/manager must complete the training in person.
- Before a coach/leader/manager begins in their role the club must send the coach their Contract or Volunteer Coaching Agreement, these must be completed and signed by both parties.
- Before a coach/leader/manager begins in their role:
 - Each paid coach/manager must submit a **Coach Employment Pack**, this includes:
 - » Uploading a completed and signed contract.
 - » Uploading a valid Safeguarding 1 Certificate and/or Safeguarding 1 Refresher Certificate.
 - » Completing coach set up details.
 - » Agreeing to the Code of Ethics and conduct for sports club coaches.
 - » Information on vetting requirements.

Coaches will not be paid for any coaching that took place prior to submitting a valid Coach Employment Pack.

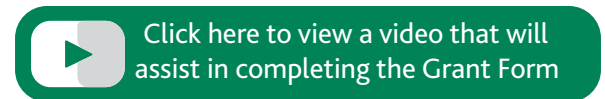
- Each volunteer coach/leader/manager must submit a **Volunteer Coach/Leader Pack**, this includes:
 - » Uploading a completed and signed Volunteer Coaching Agreement.
 - » Uploading a valid Safeguarding 1 Certificate and/or Safeguarding 1 Refresher Certificate.
 - » Agreeing to the Code of Ethics and conduct for sports club coaches.
 - » Information on vetting requirements.
- The Coach Employment Pack and Volunteer

Coach/Leader Pack were emailed to clubs and are also available on the UCD Sport website.

- A full review of all coaching documentation will take place during the week of September 12th, 2022.
- Any club that is found to have a coach/leader/manager operating in their role without the required documentation will be immediately stopped from operating any activities and the club will be referred to the AUC's Disciplinary process.

Stage 2: Upload a complete grant form to the Club Document Management System by midnight on Friday 14th October 2022

- New grant forms for 2022/23 are available from the UCD Sport website. Clubs must complete the grant form (which is an excel spreadsheet) and upload the completed form to the Club Document Management System on the UCD SISWeb portal by midnight on Friday October 14th.



- Other documents that must be also uploaded with the grant form to enable it to be properly reviewed include:
 - UCD Sports Club Safety Manual (Upload) Template available on UCD Sport website.
 - Signed parental consent forms for student members aged 17 years and under. (upload) Template available on the UCD Sport Website.
 - Opening & Closing bank statements for the 2021/22 year, which should reconcile with the clubs annual accounts. (upload)
 - Ensure the Annual Accounts summary sheet in the grant application has been approved by the Senior Treasurer. Please ensure that the opening and closing balances used reconcile with your bank statements.
 - Paid Membership inputted in to the UCD SIS portal by midnight on October 14th.
- Each club must upload all of their committee members to the SISWeb Membership Management system. All club committee members must submit the online **UCD AUC Code of Conduct for Sports Club Committee Members**.
- Once the grant form and the above documents are submitted on time, an analysis of the clubs grant requirements can be undertaken and the AUC grant meeting can take place. Please

note that only complete applications will be considered by the AUC Executive at its meeting in the first semester.

- In order to facilitate the prompt processing of grant forms clubs are asked to please not add any text to the grant form outside the tables provided in the form. In addition, all support documentation for the grant process must be uploaded to the Club Document Management system in SIS, do not submit any hard copies to the AUC. Access to the Document Management System will automatically be given to the person responsible for each club's on-line Club Membership input on SISWeb.

Stage 3: Remaining Support Documentation to be uploaded to Club Document Management System by October 28th 2022.

In order to release a club's annual grant the following documentation must also be uploaded to the Club Document Management System by Friday October 28th:

- Senior Treasurer Nomination Form 2022/23.
- Club annual report 2021/22 as presented at the AGM.
- Receipts / Records of vouched coaching expenses paid in 2021/22.
- Club Development Plan.
- Copies of any insurance policies the Club may hold.
- Three quotations for each item valued over €3,000, from three different suppliers/contractors for proposed equipment purchase, repair or maintenance in 2022/23.
- A copy of the completed bank mandate to operate the account for 2022/23. Where there is no change in the signatories the mandate for the previous year will apply where the club uploads a document to the system confirming same.

Although the Friday October 28th date has been set as a deadline, clubs may upload the remaining support documentation at any time up to that date.

The upload system will close on October 28th when documents will be reviewed by the office staff. Any issues with the club documents will be flagged to clubs in the Admin Notes section of the grant document upload system.

Clubs will have until November 4th to resolve any outstanding issues. Any outstanding paperwork is to be emailed in bulk from the club to the Executive Secretary (suzanne.bailey@ucd.ie) by November 4th.

Where documentation is still incomplete on November 4th access to facilities will be immediately withdrawn. Insurance of activities will be suspended and the club will not be permitted to operate on or off campus in any

capacity. The club will also be subject to a 10% reduction in their grant should they be reinstated at a later date.

A meeting of the AUC Executive will take place on November 15th or 16th to review any additional paperwork submitted by clubs and reinstate clubs where they have subsequently completed grant requirements. Any club reinstated at that time will be subject to a 10% reduction in their grant.

Any club found to have a coach working who is not vetted or does not have safeguarding will be immediately stopped from operating and the club referred to the AUC Disciplinary process.

Clubs will be invited to attend individual meetings in early September with the AUC Executive Secretary and other members of the Sports Development team where the grant process will be discussed. The grant process will also be discussed at the AUC's Club Officer training in September 2022, please check your club email for details. However, should a club have any queries regarding the grant application process they may also contact the AUC Executive Secretary.

6.4

Special Grants

Where a club wishes to apply for a special grant, for example, when hosting the intervarsities or wishing to purchase a major piece of equipment, the club should obtain an application form from the Sports Office or www.ucd.ie/sport/clubs/getinvolved/runningyourclub

- The club should complete the application form and attach to it an up-to-date copy of the club's accounts.
- Where the grant is required for equipment purchase, three quotes for the equipment should be attached (where the equipment is over 3,000 in value).
- Where the grant is required to host an event, an event budget should be submitted with relevant quotations.
- Where a UCD team qualifies for an international event as a result of domestic competition success, a budget for participation should be submitted with relevant quotes. Such special grants will be adjudicated on a case by case basis, subject to the AUC's published grant award criteria.

6.4.1 Club Member Special Grant

Where a UCD club member is selected on a representative side / team a contribution may be made by the AUC towards the individual's costs, however this is subject to the following conditions:

- The student must be a member of the respective UCD sports club.
- The student must have taken part in club

activities and represented the respective UCD club during the previous twelve months. This must be confirmed in writing by the Executive of the club concerned.

- Evidence of selection and details of cost from the respective Sports Association or National Governing Body must be submitted.

Where a contribution towards the individuals costs is approved it will usually be paid either directly to the respective UCD club for payment to the individual or to the Third Level Sports Association / National Governing Body. **Please be advised that such grants are for students who are representing Irish Universities in competition. Club member special grants are not awarded for students selected on non-student national teams.**

Please note that the award of any special grant is subject to the availability of funding.

Please be advised that annual grants and special grants will only be paid in the current academic year. No back dated grant claims from previous years will be considered.

6.5 Fundraising

Fundraising is the activity that a club will undertake in order to raise money for club activities. The most important factor in fundraising is ingenuity and basically the sky is the limit!

In order to fundraise you must create some sort of interest i.e. an event that will capture the public's imagination. This is where creativity plays a part in how successful your efforts will be. Events that you could consider include casino evenings, raffles, table quizzes, etc. but you must ensure that you receive the support of your club members by ensuring that they gather interest by bringing friends and relatives etc.

Below you will find some effective guidelines for fundraising and also the UCD Campus Fundraising Policy.

Guidelines:

- Estimate the potential income that you may gain from the fundraising event and associated costs.
- Plan carefully the time and location of the event. There is no use having a fundraiser in a location with limited access and passers-by.
- Carefully assess the time involved in both the planning and implementation process so as to not set up false expectations.
- Assess the resources you will require including facilities, initial outlay, equipment and supplies.
- Determine the personnel and staffing requirements for the event.
- Establish if any permits or licenses are required for the event. For example Garda permit for

collections, raffles. UCD permit via the AUC and Estate Services.

- Establish if any additional insurance cover is required for the event. Confirm this with the AUC Executive Secretary and the venue (where applicable).
- Establish any potential financial or legal risks.

6.5.1 UCD Campus Fundraising Policy

Purpose:

The purpose of this policy is to coordinate fundraising activity by students and staff on campus, promote best practice and provide a mechanism for dealing with requests to fundraise on campus.

Policy:

All fundraising activity on campus must be organised under the auspices of a student society, student sports club, the Students' Union or group of UCD staff members. External organisations applying to fundraise on campus must do so via one of these bodies. A fundraising permit must be applied for in advance of any planned students fundraising activity. Staff are asked to apply through the Employee Engagement Network and the Culture & Engagement unit.

Students fundraising activity:

All fundraising activities must be carried out in partnership with the relevant student society/student sports club/students' union. The policy is implemented under the Office of the Dean of Students. Permission should ordinarily be applied for from the relevant offices by applying to:

- **Sports Club** – Executive Secretary, Athletic Union Council
- **Society** – Societies Officer, Societies Council
- **Students' Union** – Students' Union President

In addition:

- All Programmes days must take place under the auspices of the student societies council
- As a general rule, dates for Programme Days and/or collecting activities will be allocated on a first come basis. Bookings should be made at minimum two months in advance, bookings not made in a timely manner may not be granted permission to proceed.
- Money collection, counting and lodging procedures should be included as a separate appendix in the Event Management Plan for all Programmes Days.

Staff Fundraising Activity

- Major fundraising activities are facilitated centrally through the Employee Engagement Network and Culture & Engagement unit [www.ucd.ie/engage].
- In general, assistance is offered for events

and activities that support UCD's official staff nominated charities for the period. Staff may wish to organise local initiatives with the support of their HOS/HOU. Queries can be addressed to the Culture & Engagement Unit at engage@ucd.ie.

- UCD Campus Fundraising Code of Practice
- The purpose of all fundraising must be clearly communicated by the promotional material, t-shirts/buckets, sponsorship cards etc., used by all collectors and at all collection points.
- Where such fundraising activity is in the name of a specific charitable organisation, permission to use the name and logo of that organisation must be sought and granted in advance.
- All street collections off campus in a public space must be carried out under permit from An Garda Síochána, and in accordance with such stipulations and conditions as may be directed.
- Where sponsorship cards are used, these must be returned with the funds and held by the organiser.
- Where a bucket collection is taking place:
 - » All collectors must operate at least in groups of two.
 - » All collections must use only sealed and tamper proof buckets and containers. Each container should be numbered and should be signed out and signed in by the person to whom that number has been assigned.
 - » All collection buckets must be returned to a central point for counting. Only authorised counting personnel will be allowed to remain in the counting room.
 - » All monies must be counted and lodged to the main society/sports club/students' union/or specific event account on the same banking day. Where lodgement is not possible, remaining monies must be lodged, sealed and secured with university authorities. Monies should not be left under the personal control of any one individual.

6.6 Sponsorship

Obtaining sponsorship is a great way to ensure your club's financial sustainability for that year, and if your club plays its card right, it could be the start of a relationship that ensures long-term financial sustainability.

In order to gain sponsorship a club must provide the potential sponsor with a reason to supply support. In other words a win/win situation must be created.

Naturally you cannot expect to get huge sponsorship arrangements unless you are able to offer something in return for the sponsor's investment.

In order to secure sponsorship for your club you should follow these steps:

- Firstly you must ensure that you provide your potential sponsor with lead time to the event or activity which you are proposing (i.e. start working on sponsorship well in advance, not the day before).
- Evaluate the programme or event and determine what it may have to offer a potential sponsor.
- Develop a plan.
- Define the opportunities that you will present to your sponsor.
- Identify a target group, which may be willing to offer sponsorship to your club.
- Research your potential sponsors.
- Prepare and present a formal sponsorship proposal. Remember you may not always need money, it may be that the sponsorship could be access to a facility or service, products or equipment and/or access to expertise.
- Follow up on your proposal.
- Sign a formal agreement. Please contact the AUC Executive Secretary before you sign any formal contract with an organisation.

6.6.1 Developing a Sponsorship Proposal

A sponsorship proposal should be presented to a potential sponsor and it should outline a number of key issues, which are stated below. Keep your proposal brief (no more than 2 or 3 pages). Items to include in a sponsorship proposal include:

- Introduction
- Description of the event
- Sponsorship Investment
- Sponsor Benefits
- Deadline for a decision
- Appendices

6.6.2 UCD Restrictions on Sponsorship

UCD does not generally restrict the sponsorship of events by commercial operators; for example, the naming of events such as the "ABC Ltd Freshers' Ball". However, the situation regarding product promotion is different. In relation to financial services in particular, the University has made an agreement with AIB by which that bank has exclusive rights to product promotion of financial services on University property. However, this does not apply to the naming/branding of student events provided that no product promotion is involved.

Furthermore, UCD has entered into an exclusivity contractual agreement with Britvic, to exclusively supply soft drink products to UCD. In terms of club sponsorship competitors may sponsor sports clubs but are not allowed promote or sell product as part of the sponsorship. Signage, advertising etc. are all permissible but no product push or sales are allowed.

Clubs are also advised that sponsorship from betting companies, tobacco companies and alcohol companies is not permitted by the AUC.

Any questions/queries from clubs should be directed, in the first instance, to the Executive Secretary. No arrangements should be put in place without prior consultation.

Should you require further information on sponsorship, please contact the Sports Office.

6.6.3 Keeping Your Sponsor

To really make your sponsorship count, it is worth doing everything you can to make your sponsor happy and connected to your club. If they hear from you and can see what you are doing for them, then they are so much more likely to sponsor you in future years.

Below are some tips:

- Invite them to sporting events. They will likely be delighted to see you in action and feel more connected to the club as a result.
- Contact them at least once a semester. Let them know how you are getting on and what progress you have made. Importantly let them know how their support is making a difference.
- Send them a club photo making sure their logo is clearly visible.
- If you have specific terms of the sponsorships that you must deliver then make sure you do!
- Acknowledge them in social media posts related to the event or activity they are sponsoring.