



THE HONOURABLE SOCIETY OF

THE INNER TEMPLE

Sponsorship Policy for Student Societies

This policy covers the steps that student societies should take in order to secure sponsorship for their events and activities.

Understand why you are asking for sponsorship

You should start off by asking yourself why you need sponsorship, what it could be used for and what may be the benefit(s) to your society and the person/organisation sponsoring the event. This could be:

- Sponsorship to help increase exposure of the event through marketing: you may want to encourage wider participation from the target audience for the event.
- Increasing the value of the event (overall experience/financial): some Chambers may be able to offer valuable experiences such as mini-pupillages to winners. Organisations may be able to donate monetary prizes, useful equipment or software that may assist student members with their studies.
- Sponsorship in-kind: if you're running an external event, sponsorship may look like free room hire from the organisation and covering the costs of catering for the event.

Identify who you would like sponsorship from

Your society should think about who will understand the value of your event and identify if they will enhance that for your society. This means you need to think about the objective of hosting your event, what do you want your target audience to get out of it, how does that align with the objectives within your constitution and the objectives of the organisation you would like to reach out to.

Think quality over quantity. Rather than approaching as many organisations as you can, be selective.

Chambers and law firms with in-house advocates may be a great sponsor.

Some Law Schools might be able to sponsor events. The Inner Temple Student Ambassadors may be able to assist with putting you in contact with the right people to ask about this.

If you are struggling to think of who you could partner with on a particular event, you should reach out to your Master of Activity who may be able to give some useful suggestions.

Please note you cannot seek sponsorship from any organisation that:

- Would cause a conflict of interest to the Inn and/or the activities that the Inn runs and supports.

Please consult the [Conflict of Interests Policy](#).

- Alcohol brands and companies.

- Tobacco brands and companies.
- Other potentially controversial companies or interest groups.

Seek initial approval from Master of Activity

Before you approach any potential sponsor, you should report back to your Master of Activity with the following information:

1. What is the event that you are seeking sponsorship for?
2. What is the objective of the event and target audience?
3. Who do you want to sponsor the event?
4. Why have you picked this organisation/what would be the benefit of this organisation sponsoring this event?
5. What does sponsorship from this organisation look like, i.e. what are they giving you?
6. How would you like the sponsorship be delivered – is there a representative of the organisation attending the event, will they provide a cheque, do the winners need to contact them directly?
7. Are there any benefits to the organisation for sponsoring the event?
8. Do you think there could be any conflicts of interest if this organisation were to sponsor this event?

Write a sponsorship proposal

Your sponsorship proposal should include the following:

1. Who you are and what you do?
2. What is the event that you are running?
3. Is there any special history to the event i.e. is it an annual event to honour something/someone?
4. When is the event and where is the intended venue?
5. Who will be attending the event?
6. How many guests will be attending the event?
7. What are you asking from the prospective sponsors? If this is a financial proposal, what would you like them to contribute to or cover the expenses of? If this is a marketing proposal, where would you like them to promote the event, if possible? If this is a sponsorship in-kind, what facilities would you like them to assist you with?
8. Highlight any benefits the sponsorship could give to your potential sponsor.

You should state when you would need a response by and ensure that your proposal has been signed off by all key members of the society's committee, such as the President of the committee and the Master of Activity.

Seek final approval from the Director of Education and the Sub Treasurer of the Inn

Due to the potential implications this may have to the Inn and its activities, your proposal must be sent to the Director of Education and the Sub Treasurer so that they can make sure that there are no conflicts of interest and that the potential sponsor will be able to help the society meets its objectives as outlined in their constitution.

You can send the proposal to the Education Engagement Co-Ordinator who will pass this on.

Getting the sponsorship

Once your proposal has been approved by the Director of Education and Sub Treasurer, and your potential sponsor agrees to support and/or contribute to your activity, you should make sure that there is a formal agreement between you and your sponsor. This should clearly outline:

- The commitment – i.e., marketing your event, giving financial assistance, free venue hire etc.,

- The date and time of delivery – do you need the monetary prize ready 3 days in advance of the competition, if it is free venue hire, what time do you need to set up and time allocated to clear away etc.
- A direct contact from the organisation – so that you can follow up with them about any of the arrangements above or they might be attending the event you are planning.

Once this agreement has been made, it should be circulated to the Education Engagement Co-Ordinator, Master of Activity, Director of Education and the Sub Treasurer.

Remember to thank your sponsors

You should keep your sponsor in the loop. For example, if it is a multi-round competition, it would be nice to highlight how many people have reached the different rounds, the names of those on the judging panel and any other information that may be of interest i.e. the motion for the debate, the final script of the performance.

If you are providing any materials for your event, such as a programme of activities, a poster advertising the event or a bundle of documents, you should include the name and/or logo of your sponsor next to the event. You should ask your sponsor for an image they would be happy for you to use for this purpose.

We are sure you will not forget, but during planning an event and successfully hosting the event, you may forget to say thank you to the sponsors. You should consult with your committee about the best way to do this.

When submitting any reports on activities, updating your Social Media posts or Inner Temple landing page, you should also include the name of the sponsor next to the event.

Overview of the steps to follow

1. Research potential sponsors, avoid the ones stated in the policy above that you cannot contact under any circumstance.
2. Approach your Master of Activity with an overview of your proposal.
3. Write Sponsorship proposal clearly outlining why you are approaching them, this could be in the format of a letter with the backing of the Master of Activity.
4. Gain approval from the Director of Education and Sub-Treasurer to double check for any conflict of interests.
5. Once approved, send proposal to potential sponsor.
6. Confirm the type of sponsorship and how it will be delivered.
7. Ensure resources with the event name include the sponsor.
8. Thank your sponsor.