



UPP SPONSORSHIP APPLICATION

Appendix I (Before Approval)

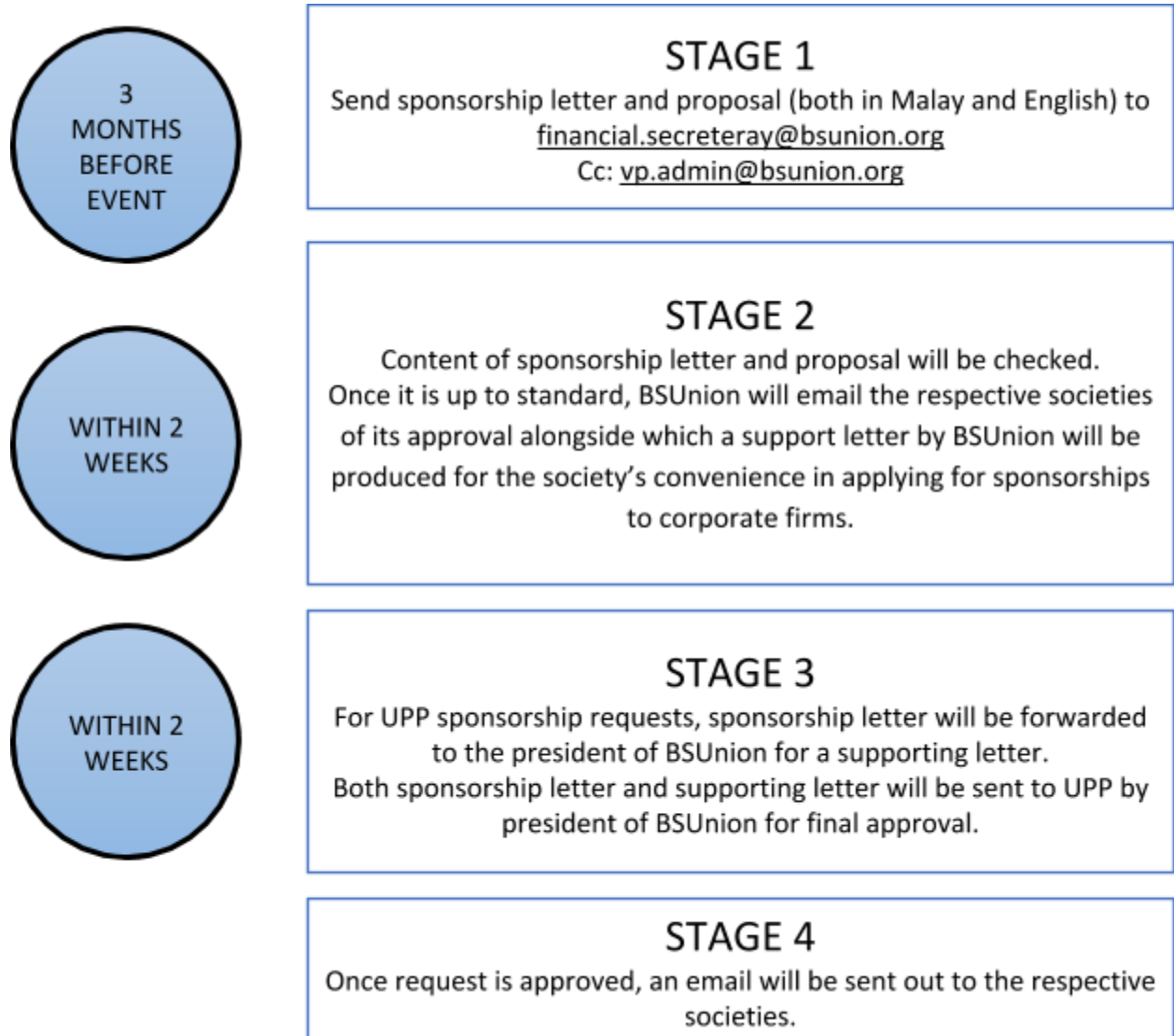
Table of Contents

- Procedures for UPP sponsorship application
- Sponsorship letter examples
- Proposal example

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Adapted from: Azimah Jaafar (Financial Secretary of BSUnion 2015/16) & Hafizah Sufian (Vice President from Administration and Finance of BSUnion 2015/16)

Procedures for UPP Sponsorship Application



N/B:

- During Stage 1, societies may NOT apply for sponsorships from any corporate firms.
- Also, once the request is approved, the financial support will not be given immediately.

SPONSORSHIP LETTER SAMPLE

This sponsorship letter should be sent to:

- BSUnion *along with your proposal* (email to: financial.secretary@bsunion.org cc: vp.admin@bsunion.org)
- Corporate firms *along with the support letter provided by BSUnion*

A sponsorship letter should include:

APSL A - Cover letter

Introducing your society and this event and also explaining the primary aims of this event, what you plan to do with the money provided, etc.

APSL B - Format of event

Explaining briefly how the competition/event will be carried out, sponsorship tiers, etc.

APSL C - Sponsorship form

This is the form to be completed by sponsors, and returned to you for your records/as proof of their sponsorship.

APSL D - Method of payment

Gives information of society's bank details. This will be quoted in Brunei Students Union's support letter. BSU will only help raise invoices on behalf of your society in the event the sponsoring firms specifically request for it.

PROPOSAL SAMPLE

This should ONLY be sent to financial.secretary@bsunion.org cc: vp.admin@bsunion.org

A proposal should include:

APP A - Cover letter

Introducing your society and this event and also explaining the primary aims of this event, what you plan to do with the money provided, etc.

APP B - Format of event

With detailed information of the event including location, format of the event, rules and regulations, breakdown of expenses, itinerary, sponsorship tiers, etc.

APP A (Cover Letter)

[DATE]

[SOCIETY LOGO]

[NAME OF CURRENT DIRECTOR OF STUDIES]

Director of Studies,
Brunei Students Unit,
35-43 Norfolk Square,
W2 1RX,
London, United Kingdom

- *DO NOT address to President or Financial Secretary of BSUnion*
- *'Assalamualaikum Cikgu or Dear Cikgu' is preferred*

Dear Sir,

I am writing to you to inform and propose, on behalf of the [NAMES OF SOCIETIES] an educational competition, which will hopefully be of interest and great excitement to the Brunei Students' Union.. ***[This paragraph is an introduction of your society and the purpose of your letter]***

The proposed event shall be titled [NAME OF EVENT] for many years to come, from its inauguration in 2015 and will be forming the pioneering annual flagship event for our society. Our committee members in all three societies have been working tirelessly to ensure that this event shall run smoothly and shall be well-managed from its opening to its closing.

For your planning purposes, the event will take place at multiple rooms at [VENUE] on [DATE], from [TIME]. The committee and I shall be on site to oversee the event in its entirety and welcome our Guest of Honour, distinguished guests and you after the event registration.

These paragraphs should include : name of event, date, venue, aims and objectives, expected number of attendees,

It is *important* to specify whether the proposed event is a:

'flagship' - participation is open to all Bruneian students in the UK and Eire

'collaborative' - participation is only open to Bruneian students in within the hosting societies

'one-off' - event is held in conjunction with a special occasion

The full proposal document is detailed in the following pages. I am very hopeful that this event will undoubtedly have a mutually beneficial impact in fostering greater relationships between Bruneians' Societies and the Brunei Students' Union alike.

Regards/Wassalam,

[INSERT SIGNATURE]

[NAME OF CHAIRPERSON]

APP B (Event Format)

(Example)

Society Background

The UCLU Bruneian Society (UCLUBS) was formed in 2009 by a group of Bruneian scholars in University College London, UK. The society organizes a wide range of events:

- Social: Welcoming Dinner (for new students), Leavers' Dinner (for graduating students) and Movie Night
- Physical: Bowling tournament, Ice Skating at the London Somerset House Ice Rink and Game Night
- Cultural: World Day, International Day and Freshers' Fayre

In the past, we have collaborated and participated with other Bruneian societies. For example: religious gatherings with Brunei Students' Union and Brunei Students' Unit, Brunei Night Theatre Production with ICUBS (Imperial College Brunei Society), Easter Games with BruNotts (Nottingham Brunei Society) and Summer Games with LufBru (Loughborough Brunei Society).

We also work closely with international student societies such as UCLU Malaysian Society, UCLU Indonesian Society and UCLU Singaporean Society. We maintain good ties by joining their events and vice versa. In doing so, we act as student ambassadors promoting Brunei and creating professional relationships.

“Lost in London” Treasure Trail 2015

The “Lost in London” Treasure Trail is our flagship event. Its formation was inspired by “The Amazing Race” and it usually takes place in early November.

Aims and Objectives

- i. To facilitate the process of adapting amongst Bruneian students across the UK
- ii. To foster stronger relationships between Bruneian societies
- iii. To encourage physical activity among Bruneians
- iv. To promote Brunei and business entities operating in the country

Attendees

- i. Committee: 5 students
 1. Chairman of Event:
 2. Vice-Chairman of Event:
- ii. Volunteers: 25 students

iii. Participants: 150 students

Participants are required to go to checkpoints – most of which are tourist and historical areas – and complete challenges at the checkpoints. Traditionally, the challenges consist of solving puzzles and quizzes relating to pop-culture and current trends. Winners are judged from their number of points and time taken.

This year, we have come up with a refreshing twist on our checkpoint challenges:

- Incorporate educational elements by testing general knowledge on Brunei: its culture and government.

This is to uphold His Majesty's vision of generating educated young leaders with a sense of patriotism.

- Integrate the sponsoring companies in our challenges.

This is to indirectly advertise the job market in Brunei and prospective careers to graduate students. (Please see the **Sponsorship Levels and Pricing** section, **Gold Sponsor** sub-section)

These initiatives are still in their early phase but we are more than happy to give an update on its progress. To request an update, please send an e-mail to us. (Please refer to the **Contact Information** section)

In 2012, the committee received overwhelming positive responses and decided to double the number of teams. Simultaneously, the number of volunteers who helped with the smooth running of the event increased and continues to grow every year.

Following its huge success, we hope to increase the quality of this year's "Lost in London" Treasure Trail by making the challenges more fun and demanding and the prizes more rewarding.

"Lost in London" 2015 Event Budget

Description	Costs	Total
Printing event attire	£ x 180 units	£
Refreshments	£ x 180 units	£
Map and poster printing	£	£
Game equipment	£	£
Prizes for top three teams	£	£
	Grand Total	£

*Grand total with an addition of 5% contingency

Sponsorship Levels and Pricing

Bronze Sponsor – BND1,000

- Sponsor's logo placed on event attire
- Sponsor's name on official event announcement on UCLUBS website: <http://uclbruneians.wordpress.com/>
- Sponsor's name and logo on digital display boards during event
- Report and analytics at the end of event

Silver Sponsor – BND2,000

All of the Bronze sponsor benefits, plus:

- Sponsor's logo placed on promotional kits (banners, posters etc.)
- Sponsor's name on official event announcement via UCLUBS social media platforms (Facebook, Instagram, Twitter etc.)
- Recognition from Master of Ceremony during event
- Liking and sharing of sponsoring company media platforms via UCLUBS social media platforms (Facebook, Instagram, Twitter etc.)

Gold Sponsor – BND3,000

All of the Silver sponsor benefits, plus:

- Sponsor's name on official event announcement via Brunei Students' Union website and Brunei student societies' "Presidency" Facebook group**
- UCLUBS committee members will be ambassadors for sponsoring company in student-related events
- Publicity in local newspapers
- Challenges in checkpoint stations dedicated to sponsoring company
- Video playback of company profile during event gathering – a maximum of 2 minutes allowed

** Brunei Students' Union is a student-run organization that works closely with the Brunei Students Unit and High Commission of Brunei in London, UK.

The "Presidency" group has presidents of Brunei student societies in different UK universities as members. Maximum advertising outreach is ensured.

We welcome monetary donations of variable amounts to subsidize selected aspects of the budget e.g. beverage and refreshments, printing and etc. In which case, we will arrange your sponsorship benefits accordingly.

We also welcome other forms of donations relevant to each sponsoring company. For example:

- Travel package for students
- Free tickets to spending nights in hotels
- Gadgets with pre-downloaded student apps e.g. phones, tablets and small laptops
- Other gadgets: cameras and headphones
- Gadget accessories plus additional iTunes gift cards
- Vouchers for student supplies

Contact Information

The main contact person is our **[Position of Contact person]**, **[Name of Contact person]**. If you are unable to reach the said person, do refer to other UCLUBS committee members.

Contact details are shown below:

1. [Name of Main Contact person]
[Position]
[Email address]
[Telephone number]

2. [Name of Committee member}
[Position]
[Email address]
[Telephone number]

APSL A (Cover Letter)

[DATE]

[SOCIETY LOGO]

[NAME OF PERSON IN CHARGE]
[POSITION OF PERSON IN CHARGE]
[COMPANY ADDRESS]

Dear Sir/Madam,

[NAME OF EVENT]

I am writing to you on behalf of Bruneian Students Societies in [RESPECTIVE AREAS]. There are over 100 members in our societies combined, comprising mainly of students from the University of Bath, the University of Bristol, The University of the West of England and the University of Exeter... ***[this paragraph is an introduction of your society]***

We will be co-hosting “[NAME OF EVENT]” which will take place in [VENUE] on the [DATE], from [TIME]. The primary motivation is based on further instilling and developing our national philosophy, Melayu Islam Beraja (MIB). This competition would serve as a platform for Bruneian students in the United Kingdom and Northern Ireland to enhance their life skill capabilities and improve their knowledge of local Bruneian traditional culinary. ***[this paragraphs focuses on the main aim of the event, with important details including the date, time and name of the event]***

For the members of the committee, we are planning to give away some T-shirts as a token of the society’s appreciation for their contribution to this event. Whilst for the participants competing in this event, we will be issuing complimentary apron for their keepsake. This will help to bring the members closer and foster a spirit of camaraderie amongst Bruneian students from other societies. The grand prize...***[this paragraph tells the company what you plan to do with their support ie financially/goods provided]***

It is compulsory for societies to provide a rough budget plan.
In addition, **either** tabulate the sponsorship plans (eg Platinum, Gold, Silver, Bronze)
or, specify the purpose of the sponsorship (eg Rental, Food, Certificates, etc)
UPP would only focus on paying for the venue and refreshments. However, it is highly recommended for societies to opt for free venue spaces and the refreshments to be done like **potluck**.

The due date to confirm your agreement to be one of our sponsors is [DATE]. I have attached herewith a document consisting of the format of this event, along with the categorization of sponsorship tiers for your kind perusal.

We sincerely hope you will extend your kind support to our society and look forward to your favorable reply. If you need further information please do not hesitate to contact me at [PHONE NO.] or email me at [EMAIL]

Yours sincerely,

[insert scanned signature]

[NAME OF PERSON IN-CHARGE OF SPONSORSHIP]

APSL B (Event Format)

This is a document containing a brief explanation of the format of the event, including incentive and categorization of sponsorship tiers, of this event.

For example:

Teams and Eligibility

The committee will open its registration to three to five teams; consisting of six contestants per team and may be formed of mixed teams (males and/or females). Age, academic course, academic level or university does not restrict contestants.

Participants will be issued their own apron for use during the whole competition for easier identification and for their keepsake.

Format

Technical Category (Duration: 50 minutes)

Invention Category (Duration: 1.5 hours)

Two- Course Category (Duration: 1.25 hours)

Each team is divided into 3 sub-groups, with each subgroup only participating in only one category of choice. The competition format shall adopt the 'Point-Based' format. A tiered system of points would be assigned for each category and the winning team would be determined by the most points accrued at the end of the 3 categories.

Incentive

Grand Prize:

Category winner:

Runner-up:

Sponsorship tiers

Tier	Amount (£)	Associated benefits
Platinum	1000	Inclusion in banner, t-shirt, etc.
Gold	800	Inclusion in banner, t-shirt, etc.
Silver	500	Inclusion in banner, t-shirt, etc.

Bronze	300	Inclusion in banner, t-shirt, etc.
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APSL C (Sponsorship Form)

Name of company:

Address:

Telephone:

Fax:

Email:

Name of contact person & designation:

I/We hereby wish to apply for the following sponsorship item(s):

Item no.	Type of sponsor	Amount (£)	Please tick (/)
1	Platinum		
2	Gold		
3	Silver		
4	Bronze		

I/We hereby agree to abide to the terms and conditions stated by the committee of the [EVENT].

Signature:

Date:

Print name:

Designation:

Company seal:

APSL D (Payment Method)

All completed forms can be submitted by scanning a copy of the sponsor form and sent via email to address stated below:

[EMAIL]

Should you need further information, please do not hesitate to contact me through the following ways:

[CONTACT INFORMATION]

Method of payment:

All members of the committee have given me the consent to use one of our committee member's personal HSBC United Kingdom account to help avoid any possible inconveniences. This is due to inevitable circumstances for us to create a specific account for [NAME OF SOCIETY] itself as we are student-run society. Therefore, it would be highly appreciated if the sponsorship could be made payable to the following details:

Name of Beneficiary:

Account Number:

Sort code:

BIC/Swift Code:

IBAN:

Name and Address of Beneficiary's Bank (branch):

Furthermore, we would be glad if any payment could be made in advance in order for the preparation to be carried out according to plan. For further inquiries regarding the sponsorship, please do not hesitate to contact me either via email or over the phone as stated above.

We look forward to hear from you soon and thank you for your time, consideration and support.

Yours sincerely,

[INSERT SCANNED SIGNATURE]

[NAME OF PERSON IN-CHARGE OF SPONSORSHIP]



UPP SPONSORSHIP APPLICATION

Appendix II (After Approval)

Table of Contents

- Stages after approval
- Content of Invitation letter for UPP and BSUnion *with itinerary*
- Press release
- Post mortem report

Prepared by: Syafiq Sarudin (Vice-President for Administration and Finance of BSUnion 2016/17)

Adapted from: Azimah Jaafar (Financial Secretary of BSUnion 2015/16) & Hafizah Sufian (Vice President of Administration and Finance of BSUnion 2015/16)

Stages after approval



STAGE 1
Once your event has been approved by UPP, an invitation letter has to be sent out to president@bsunion.org cc vp.admin@bsunion.org and vp.regional@bsunion.org by the respective society.
This is preferably written in Malay Language and signed by the president of the respective society.



STAGE 2
A press release **draft** has to be sent out to information.secretary@bsunion.org for reviewing.
When prompted, make amendments as necessary.



STAGE 3
A complete press release report has to be sent out to information.secretary@bsunion.org cc general.secretary@bsunion.org
Specify any changes made from draft sent earlier.



STAGE 4
A post-mortem report has to be sent out to general.secretary@bsunion.org cc president@bsunion.org and vp.admin@bsunion.org

INVITATION LETTER FOR UPP AND BSUNION

An invitation letter should only be addressed to the President of BSUnion and emailed to general.secretary@bsunion.org cc: deputy.secretary@bsunion.org.

1. Contact Addressee

[NAME OF CURRENT PRESIDENT OF BSUNION]
President,
Brunei Students Union,
35-43 Norfolk Square,
W2 1RX,
London, United Kingdom

2. Purpose of Event

A very *brief* explanation of purpose of event.

3. Itinerary

A very *detailed* timing of every step of the event day, particularly on arrival time of UPP (and/or BSUnion).

IMPORTANT:

An invitation can only be extended to the His Excellency the High Commissioner of Brunei Darussalam to the United Kingdom if:

- The event is deemed appropriate
- It is a collaborative event between 3 or more societies
- Expected number of attendees is at least 80% of all 3 (or more) societies' members

PRESS RELEASE

(SOCIETY LOGO)

PRESS RELEASE

IMMEDIATE RELEASE - [DATE OF PUBLICATION] -

[HEADLINE]

[COUNTY, COUNTRY] - [MONTH, DAY, YEAR] - [This is the opening paragraph. It should contain about 3-5 lines and considered most important since this catches attention of news readers and journalists. Typically questions for questions of who, what, when, where and why answered here. Keep it short and highlight what's whole release is all about.]

[This paragraph goes into little depth. Give more details of product or any events taking place. This should contain about 2 comments made by spokespersons. For example, Mr. XXX said "xxxx".]

[This paragraph focus on where users can find detailed information about product or events. Give a contact or website site for more information so that more additional information can be found. This paragraph should be concluded within 5-10 lines]

[The conclusive paragraph contains no more than 3-4 lines. A short "about" section, providing independent background on the issuing company, organization, or individual. Here you should explain future aspects, your or aim in meeting the current market or success. In general what you intend to do achieve.]

Contact information [inquiries regarding PR]:

[Name]

[Email]

[Tel no.]

Please limit to one page for above info.

[NOTE: Please attach at least **two photos (1-2MB) separately (not in document)** labelled **[societyname]1.jpg**. Identify and caption each photo on this document.]

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(This mark lets the reader know that it is the end of the article.)

IMPORTANT:

Please take note of BSU House Style before submitting your final press release

Font: Helvetica Neue, 11

Spacing: 1.15, Standard page setup 1" margins all side, A4, PDF - [societyname]PR[eventname].pdf

****DO NOT SEND PRESS RELEASES DIRECTLY TO MEDIA OUTLETS WITHOUT PRIOR CLEARANCE
FROM BSUNION AND UPP****

This is to ensure accuracy of content, protocol, spelling and punctuation as choice of words in
non-standard press releases may be misinterpreted by the press.

The press release will be used for the media in Brunei, BSUnion Facebook page and BSUnion website.

POST-MORTEM REPORT

A post-mortem report should cover the following:

- The name(s) of Guest(s) of Honour present
- Details of organising committee
- A very *brief* introduction to the event
- The *itinerary* of the event included in the proposal with a *brief* explanation if this itinerary was followed closely and give reasons otherwise
- Number of attendee present compared to the expected number with a *brief* explanation if this target was met and give reasons otherwise
- A very *brief* explanation of venue/s used and if this venue is suitable for the purpose of the event and give reasons otherwise
- The result of the event (e.g. If your event is a sporting event, you should state the winning team's name)
- **Evaluation of the event, acknowledging the successes and failures of the event***
- **Feedback from the attendees, volunteers and members of organising committee. This should include BOTH good and bad reviews with suggested solutions to counteract this for the next time this event is held***
- List of sponsors with the exact amount sponsored
- **Financial report tabulating the exact breakdown of the expenditures with receipts attached***

Example:

No.	Item	Price per unit	quantity	total
1	FJ Collection Hijabs	3.255	40	130.2
2	Refreshments - Lunch from University catering	6.95	60	417
3	Refreshments - Currypuff for HiTea	0.6	100	60
4	Refreshments - Bunga Telor chocolate eggs	1.5	15	22.5
5	Refreshments - Water bottles	2	6	12
6	Refreshments - Pan Au Chocolat	1.69	6	10.14
7	Refreshments - Chocolate Chip Muffin	1.5	5	7.5
8	Refreshments - Double Chocolate Muffins	1.5	5	7.5
9	Refreshment - Brownies	1.4	10	14
			total	680.84

*These should be as detailed as possible to ensure continuous support for the next iterations of the event