

# Club Conference 2011: Club Kit

Sponsorship, ordering,  
paying, representing  
and looking good.



# Aims of the session

Understand the ordering and  
payment process

Know branding rules and  
regulations

# UBSport Sponsorship

- 1<sup>st</sup> University Central Contract for Kukri (and the sports kit industry!)
- UBSport receive the biggest sponsorship of all our current Universities



# Sponsorship Nationwide

- Currently sponsor approx. 25 Uni's Nationwide
- Total Universities sponsorship is approx. £250k
- Official BUCS Sponsor



# What we do

- Bespoke sportswear manufacturer...what is this??
- Clothing from stock
- Playing kit, Training kit, Social wear...the possibilities are endless!



# Contacts

- Joey Turnbull- Shop and Teamwear Sales Manager at UOB
  - Alan Wilkes- Shop Sales
  - Will Hemming- UK Universities Sales Manager
  - Josie Morris- Midlands Sales Manager
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- A young man with brown hair and sunglasses on his head is crouching on a golf course. He is wearing a white polo shirt with red sleeves and white stripes on the cuffs, and white trousers. The shirt has a logo that reads 'UOB UNIVERSITY OF BIRMINGHAM'. He is holding a golf club with a black grip. The background is a bright green golf course.

# Sponsorship Split

£30,000 split between clubs

Members	130+ (E)	£1,000	£1,200	£1,500
	95-129 (D)	£800	£1,000	£1,200
	65-94 (C)	£600	£800	£1,000
	31-64 (B)	£400	£600	£800
	0-30 (A)	£200	£400	£600
		Non-BUCS (1)	BUCS Sport (2)	BUCS & Focus Sport (3)

# Order Process

## 1. Choose your kit

- Look at the kit options with Kukri and come up with items you'd like to offer to your club



# Order Process

## 2. Confirm Your Order

- Once you know numbers of items you wish to order, confirm with Kukri
- Kukri will produce a Job Sheet
- **CHECK CAREFULLY** and confirm
  - Once in production no changes can be made

# Order Process

## 3. Get a Purchase Order Number

- Official I.O.U.
- Only raised once 50% of cost is accounted for
  - Can include sponsorship amount
- 8-week delivery starts when P.O. raised
  - Get money in ASAP

# Order Process

## 4. Pick up your Kit

- Kukri will email you when kit has arrived
- Kit release form from CDM once ALL kit has been paid for
- Check kit matches order upon collection
  - 72 hours to notify Kukri of discrepancies

# Order Process: Summary

1. Choose your Kit

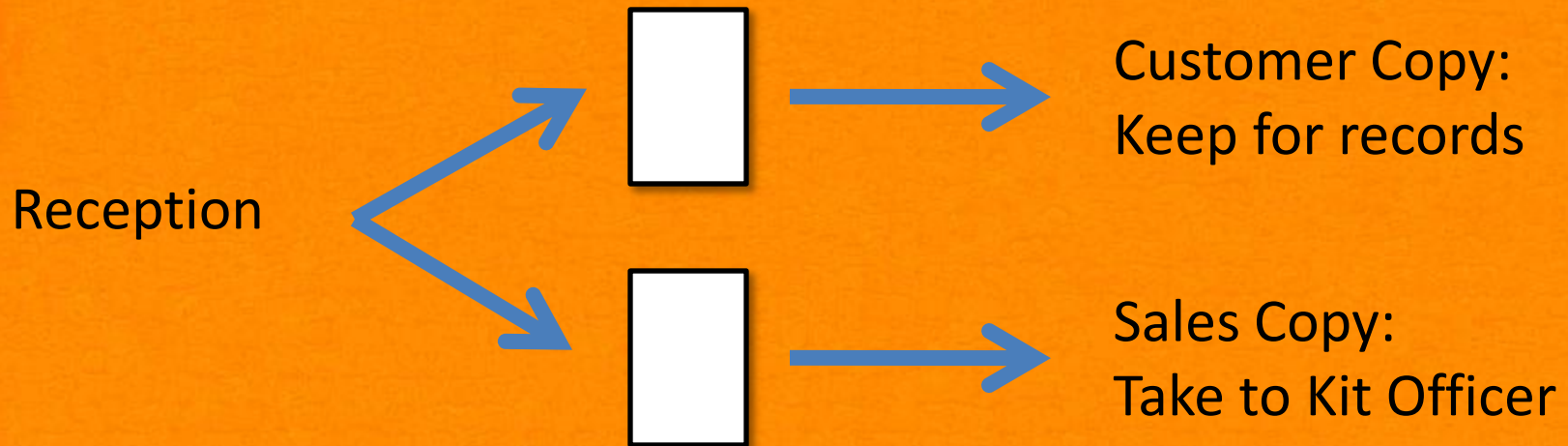
2. Confirm your Order

3. Get a Purchase Order Number

4. Pick up your Kit

# Paying in Money

## 1. Pay at Munrow Reception NOT Kukri Shop



## 2. If collecting money yourselves provide receipt

**REMEMBER: INCLUDE VAT**

# How does it work?



Cost: £400

Sponsorship: £400



# How does it work?



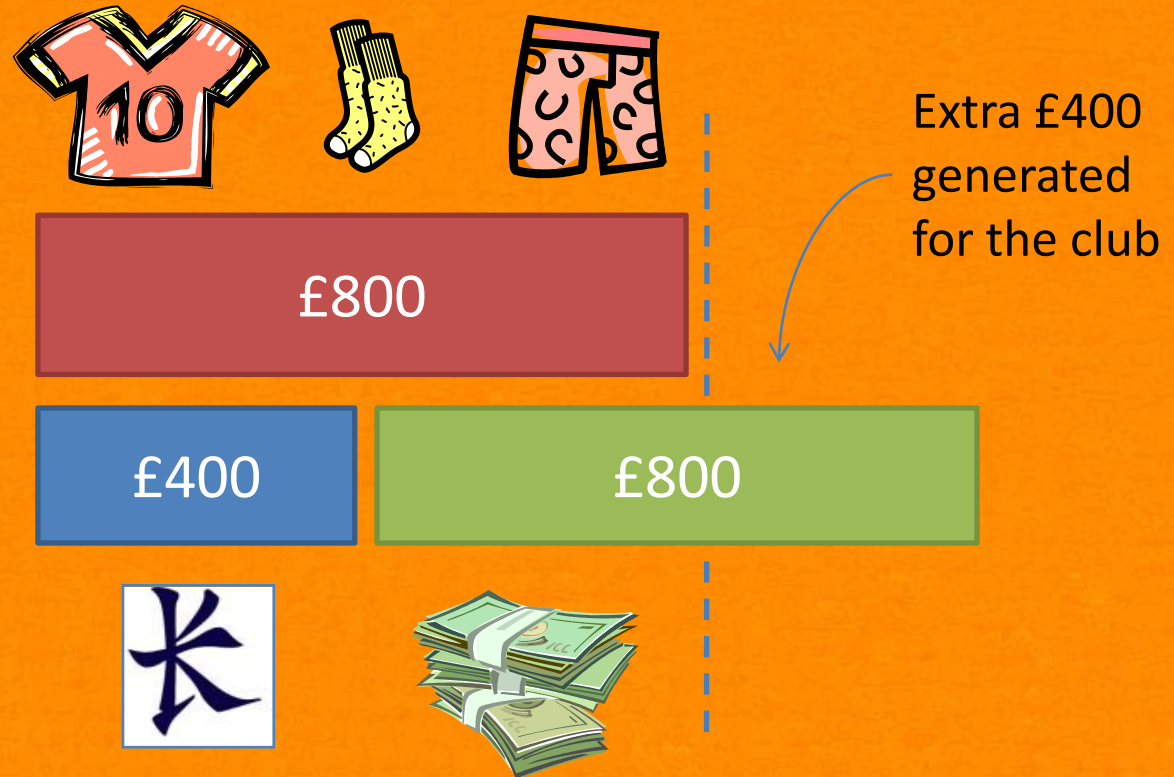
£800

£400

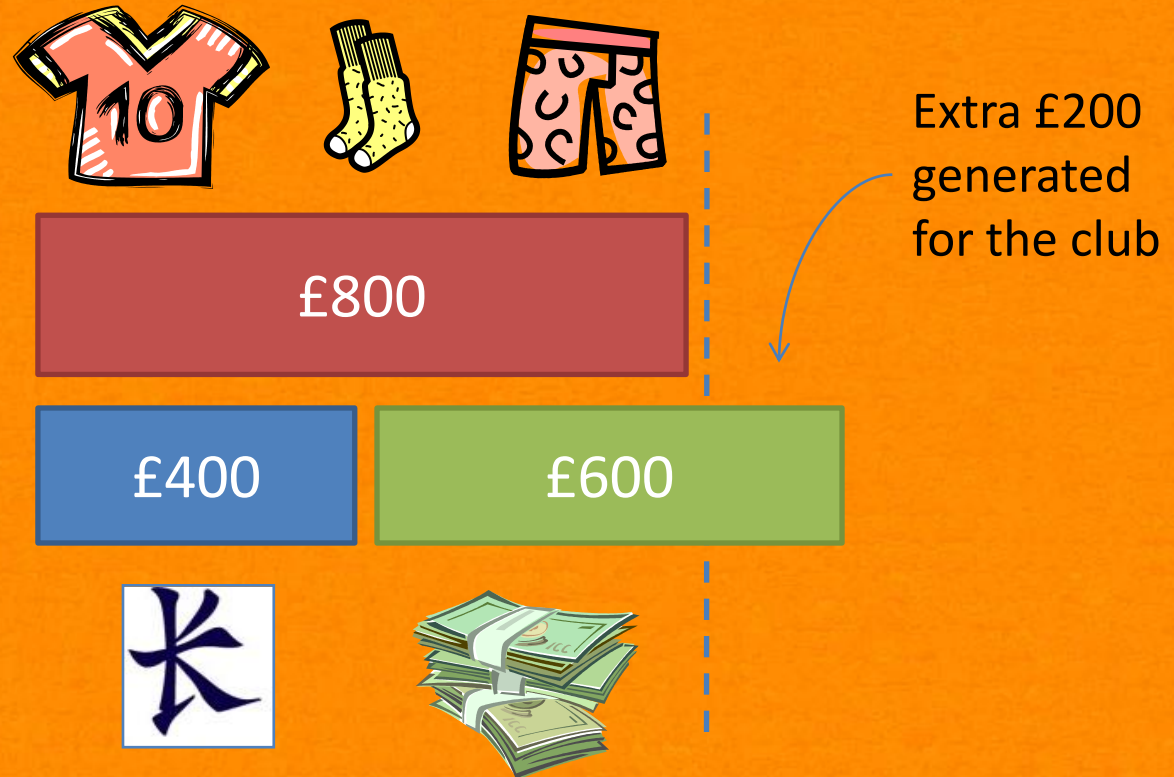
£400



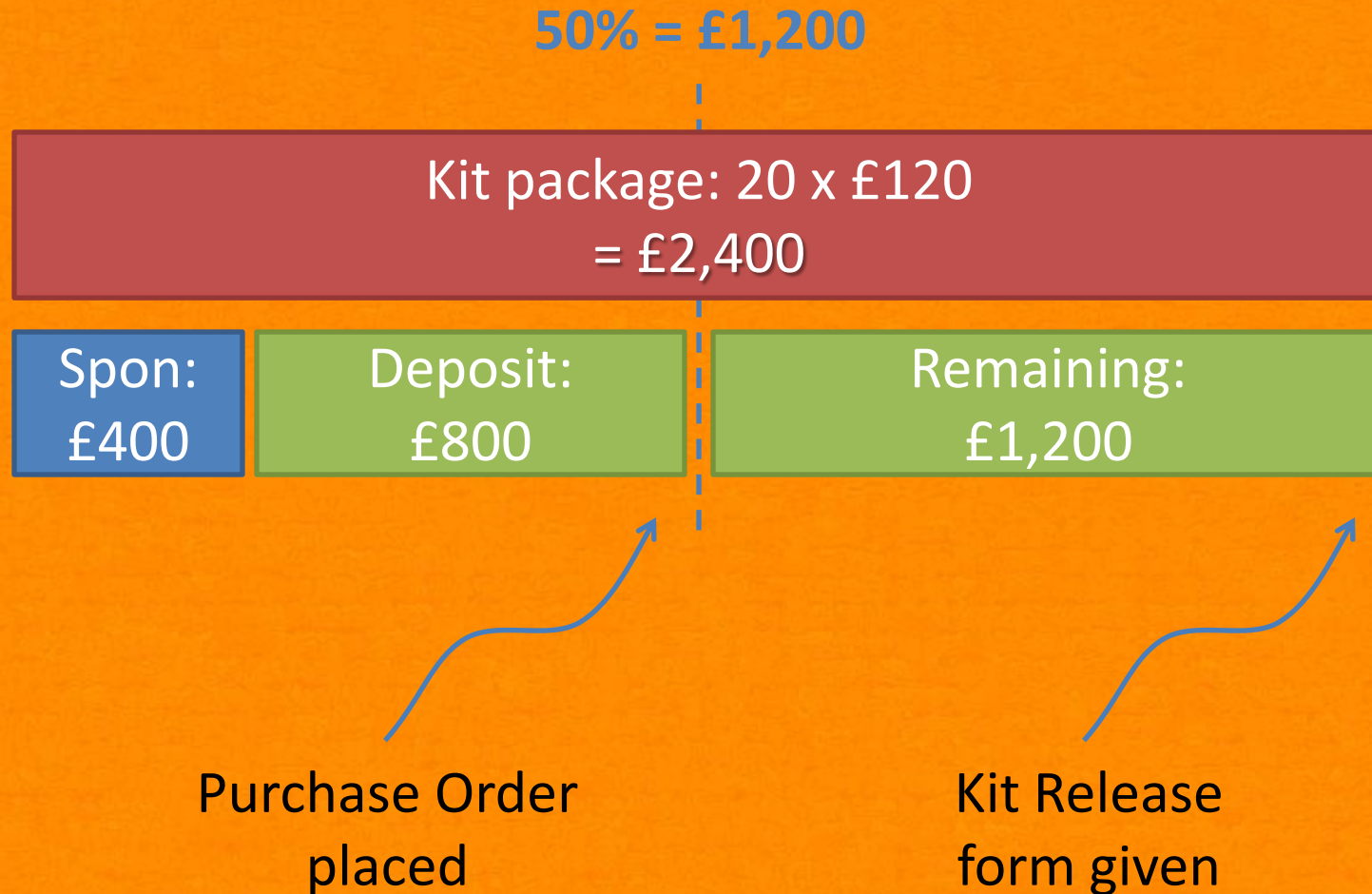
# Sponsorship to Fundraising



# Sponsorship to Fundraising



# Worked Example



# September deliveries



Kit orders ready for September  
need to be ordered by **30 June**

Only time we will let you  
order without 50% upfront

# Outsourcing

- Can only outsource if Kukri can't produce the kit needed
- Need written (email) authorisation
- ALL external kit must be authorised by UBS Marketing Manager
  - Any unauthorised kit orders will lead to disciplinary action

Three LEGO minifigures are shown from the waist up, standing behind a white barrier. They are wearing red jerseys with black V-neck collars. The figure on the left has brown hair, a mustache, and a stern expression, with the number '9' on its chest. The middle figure has light brown hair and a neutral expression, with the number '10' on its chest. The figure on the right has black hair and a slight smile, with the number '2' on its chest. The background is a plain, light-colored wall.

Chris's Final  
Thought:  
Looking good is  
easier, if you  
get the money  
up front.