



UPP SPONSORSHIP APPLICATION
Appendix I
(Before Approval)

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Section 1: Procedures for UPP Sponsorship Application

STAGE ONE: BEFORE START OF NEW ACADEMIC YEAR

Send proposal and sponsorship letters in Malay** AND English (total of 6 documents) to financial.secretary@bsunion.org

CC to vp.admin@bsunion.org and president@bsunion.org
Societies are NOT ALLOWED to apply sponsorships from companies at this time



STAGE TWO: WITHIN TWO WEEKS

Content of proposal and sponsorship letters will be checked and sent to higher authorities once they are up to standard. Once approved, BSUnion will inform society leaders and advise the next step



STAGE THREE

FOR UPP SPONSORSHIP; A support letter will be provided by the President of the BSUnion.

Both the proposal and sponsorship letter will be sent to UPP by the President of BSUnion for final approval.



STAGE FOUR

Once the request is approved, an e-mail will be sent to the societies

**A guide to write the proposal and letters in Malay is also in the website for your convenience!

Section 2: Procedures for Company Sponsorship

STAGE ONE: THREE MONTHS BEFORE EVENT

Send the relevant documents** to
financial.secretary@bsunion.org
CC to president@bsunion.org and vp.admin@bsunion.org



STAGE TWO: WITHIN ONE TO TWO MONTHS

Once approval has been received, BSUnion will e-mail the sponsorship pass and support letter. Society leaders may then seek sponsorship from companies.

**DOCUMENTS TO BE E-MAILED

1. IC of student responsible for collecting sponsorship money (this may be the society leader or the society's financial secretary)
2. Approval from venue where the event will be held in (this is an exception for online events)
3. Completed 'Borang Permohonan Kutipan Derma/Tajaan'
4. List of companies the society plans to seek sponsorship from

NOTE:

It is advisable for society leaders to send in these documents **LATEST** three months before their event in order to receive approval from higher authorities earlier. This is to ensure society leaders have enough time to seek company sponsorship and receive their sponsorship money in time for their event. The earlier you send your paperwork, the earlier you can start seeking sponsorship!

Section 3: Proposal Format

Proposals should be sent to financial.secretary@bsunion.org and CC to vp.admin@bsunion.org and president@bsunion.org.

A proposal must contain the following:

APP A – Cover letter

This is an introduction to your society and event. It outlines the event you are planning, including the date, the aims of your event and what you hope to achieve out of it. It must also include what you plan to use the money for (e.g. for venue and catering).

APP B – Format of event

This part of the proposal must be very detailed in terms of location, format of event, itinerary, rules and regulations.

APP C – Budget breakdown

This section must be as detailed as possible. ‘Sebut tiga harga’ must be used, where each expense must have 3 options and the society must pick the cheapest option. If the society does not pick the cheapest option, justify why the option is chosen. This is to ensure society makes an effort to find the different options for their expenses.

Contact details

Contact information of the working heads of the organizing committee.

Section 4: Proposal Sample

The following pages are only a rough sample of the proposal. Please amend the proposal to your liking, as long as the format is followed.

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.

[SALUTATION: "Dear Cikgu" or "Assalamualaikum Cikgu" may be used]

[NAME OF EVENT]

[This paragraph is to introduce your society and the purpose of your letter]

I am writing to inform and propose to you, on behalf of the [NAME OF SOCIETY], an event which.... We hope to make this an annual event, greatly participated by the students in the UK and Eire.

[This paragraph gives a short introduction for your event; you may include its history and what it offers to students]

The event shall be titled [NAME OF EVENT]. This year we would like to liven and reform the event as to pique the interest of Bruneian students.

We plan to hold the event on [DATE AND TIME] at [VENUE]. The committee and I will be on site to oversee and ensure everything is running smoothly in its entirety and will do our very best to welcome the Guest of Honour, distinguished guests and you.

[The next paragraphs should explain the aim of the event, expected number of attendees and more explanation on the event. It is *important* to specify whether the proposed event is a:

- *'flagship'* - participation is open to all Bruneian students in the UK and Eire
- *'collaboration'* - participation is only open to Bruneian students in within the hosting societies
- *'one-off'* - event is held in conjunction with a special occasion]

The aim of this event is to produce individuals with a wide-ranging knowledge bank. This academic year, we target a total of 40 Bruneian students' participation in the UK and Eire with an expected audience of 20 people.

The full proposal document is detailed in the following pages. We have provided a breakdown of expenditures under section of the proposal and the estimated total cost to run the event. We are very hopeful that the proposed event will undoubtedly have a mutually beneficial impact in fostering greater relationships between Bruneians societies and the Brunei Students' Union alike.

Thank you for your consideration and we look forward to hearing from you soon. If you need further information, please do not hesitate to contact me at [\[CONTACT INFORMATION\]](#)

Yours sincerely/Regards/Wassalam,

[\[INSERT SIGNATURE\]](#)
[\[NAME OF CHAIRPERSON\]](#)

APP B (FORMAT OF EVENT)

This section should include:

1. Format of the event (and rules, if there are any)
2. Location/Venue
3. Itinerary

An example:

2.1. Competition format

- A game of Quidditch begins with the Quaffle and Bludgers all placed in the centre of the field.
- Each team's seven players start in their keeper zone, all with their eyes closed, this is to prevent them seeing where their Golden Snitch is.
- Once the Golden Snitch is a sufficient distance away in the judgement of the referee, then the referee will begin the game by shouting 'brooms up!'
- Each team must then attempt to score more points than their opposition by scoring more goals by placing the Quaffle through one of the opposition nets and by capturing the Golden Snitch which also immediately ends the game.

2.2. Venue

The competition will be held at University of Hogwarts, Hockey field

2.3. Tentative Itinerary

Time	Program
08:00 - 09:00	REGISTRATION
09:00 - 10:00	OPENING CEREMONY
10:00 - 13:00	MATCHES
13:00 - 14:00	LUNCH AND PRAYER BREAK
14:00 - 18:00	MATCHES
18:00 - 19:00	PRIZE PRESENTATION & CLOSING CEREMONY

APP C (BUDGET BREAKDOWN)

Below is an example of an **overall** budget breakdown using ‘Sebut tiga harga’.

The estimated budget plan for 10 teams and 60 people is as follows:

No.	Item	Quantity	Price per unit	Total	£
1	LUNCH				First option Nasi lemak £300
	1) Nasi Lemak or 2) Lasagna	60 60	£5 £8.50	£300 £510	
2	HI TEA				First option Sandwich £358
	1) Sandwich or 2) Tart lemon	100 100	£3.58 £4.50	£358 £450	
	PLASTIC CUPS				First option Poudland £2
	1) Poundland 2) Tesco 3) Waitrose	(80 cups) x2 (50 cups) x2 (12 cups) x 8	£1 £1 £1.5	£2 £2 £12	
3	GIFTS				First option Trophy £80
	1) Trophy or 2) Trophy with engravings	4 4	£20 £30	£80 £120	
	COMPLIMENTARY GIFTS				First option Trophy £30
	1) Trophies 2) Painting	1 1	£30 £42.29	£30 £42.29	
4	POSTERS	80 units	£1	£80	£80
5	CASH PRIZE				£900
	First place	1	£450	£450	
	Second place Third place	1 1	£300 £150	£300 £150	
					£1750

If the society is seeking UPP sponsorship, make another budget table below the overall budget table stating the expenses you hope for them to cover. For example:

We would like to seek UPP sponsorship to cover the following costs:

GIFTS				
1) Trophy or	4	£20	£80	First option Trophy £80
2) Trophy with engravings	4	£30	£120	
COMPLIMENTARY GIFTS				
1) Trophies	1	£30	£30	First option Trophy £30
2) Painting	1	£42.29	£42.29	

CONTACT INFORMATION

Name	Position	Contact details
Awangku Harry bin Abdullah	President of BruHogwarts	president@hogwurtz.org +44 999 30280 (Whatsapp)
Iman bin Ar Rokat	Vice President of BruHogwarts	vp.admin@hogwurtz.org +44 7383 6382 (Whatsapp)
Ajimah binti Ai Lapiu	Financial Secretary of BruHogwarts	financial.secretary@hogwurtz.org +673 304 5672 (WhatsApp)

Section 5: Sponsorship Letter Format

There are two types of sponsorship letters; one for **UPP** and another for **companies**. Although they have similar formats, these letters must be in two **separate** documents and labelled accordingly (e.g. UPP Sponsorship Letter, Company Sponsorship Letter).

They must both be sent to financial.secretary@bsunion.org and CC to president@bsunion.org and vp.admin@bsunion.org along with the proposal.

After Stage 2 of Procedures for Company Sponsorship (in Page 4), BSUnion will issue a support letter and send the sponsorship pass to respective societies. Society leaders will then send their Company Sponsorship Letter to the firms they have listed.

A sponsorship letter must contain the following:

APSL A – Cover Letter

This is similar to APP A. An additional part is that it must also include what you plan to use the money for (e.g. for venue and catering).

APSL B – Format of Event

This includes the itinerary of the event and sponsorship tiers

APSL C – Sponsorship Form

The sponsorship form is to be completed by sponsors and sent back to the e-mails above.

APSL D – Method of Payment

All financial transactions **MUST** be done through the BSUnion bank account. The details of the account will be provided in the support letter, therefore it is important to receive approval first.

Section 6: Sponsorship Letter Format

The following pages are only a rough sample of a company sponsorship letter. The format is similar for the UPP sponsorship letter, the only difference is of course, the address and the salutation is changed to ‘Dear/Assalamualaikum Cikgu’.

Please amend the proposal to your liking, as long as the format is followed.

APSL A (COVER LETTER)

[SOCIETY LOGO]

[DATE]

[NAME OF PERSON IN CHARGE]

[POSITION OF PERSON IN CHARGE]

[COMPANY ADDRESS]

Dear Sir/Madam,

[NAME OF EVENT]

[This paragraph is an introduction of your society]

I am writing to you on behalf of [NAME OF SOCIETY]. We would humbly like to seek your support in terms of finance...

[This paragraph focuses on the main aim of the event, with important details including the date, time and name of the event]

We will be co-hosting “[NAME OF EVENT]” which will take place in [VENUE] on the [DATE], from [TIME]. The primary motivation is This competition would serve as a platform for Bruneian students in the United Kingdom and Northern Ireland to enhance their life and quidditch skills.

[This paragraph tells the company what you plan to do with their support financially/goods provided]

We are seeking sponsorship from your company and plan to use the sponsored money to cover the costs of cash prize, prizes and the basic quidditch kit which will cost approximately £48,763 in total. 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 SIGNATURE]

[NAME OF PERSON IN-CHARGE OF SPONSORSHIP]

APSL B (FORMAT OF EVENT)

This is a section containing a **brief explanation** of the format of the event, itinerary and incentives (if any). This part is basically a briefer version of APP B.

This section should also include categorization of sponsorship tiers. For example:

Format

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: Quidditch Cup and Cash prize £20,000

Runner-up: Cash prize £14,000

Sponsorship Tiers

Tiers	Amount (GBP)	Associated benefits
Bronze	100 – 599	-Sponsor's name on official promotion on BruHogwarts social media: Instagram, Facebook -Sponsor will be mentioned verbally by chairperson's ceremony speech
Silver	600 – 10,000	<i>All of the Bronze sponsor benefit, plus:</i> -Sponsor's name on event's press release article
Gold	10,000 and above	<i>All of the Silversponsor benefit, plus:</i> -Sponsor's name and logo placed on all the participants' certificates

APSL C (SPONSORSHIP FORM)

Name of company	
Address	
Telephone Number	
Fax	
Email	
Name of contact person	
Designation	

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

Sponsor Tier	Amount (£)	Please tick (/)
Gold		
Silver		
Bronze		

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

Signature	
Name	
Date	
Designation	
Company seal	

APSL D (METHOD OF PAYMENT)

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

[SOCIETY EMAIL]

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

[CONTACT INFORMATION]

Method of payment:

It would be highly appreciated if the sponsorship could be made payable to the Brunei Students' Union in the United Kingdom of Great Britain and Northern Ireland bank account whose bank account details are contained inside the support letter attached.

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 hearing 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 I
(After Approval)

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Section 7: Important Notes

Here are a few important things to note while executing your event. This is very important for you to follow as they help make your post-mortem processes easier!

- Keep ALL physical receipts. You will be required to post them to the finance attaché in Brunei Hall after your event (see Section 13, bottom of page 28).
- Take note of who is spending what. Since all online transactions must be accompanied by bank statements (i.e. screenshots of bank transaction), this makes it easier for you to track down the bank statement (You'll get this along the way! :-)).
- Record all your spending on the event while planning. Start an Excel spreadsheet and every time you spend, record it. This makes it easier for you to do your financial reports.

Section 8: Stages After Approval

STAGE ONE: WITHIN A WEEK AFTER APPROVAL

Once your event has been approved by UPP, an invitation letter must be sent out to president@bsunion.org
CC to vp.admin@bsunion.org and vp.regional@bsunion.org.
The letter should be in Malay



STAGE TWO: WITHIN A WEEK AFTER APPROVAL

A press release draft must be sent out to information.secretary@bsunion.org for reviewing.
When prompted, make amendments necessary.



STAGE THREE: WITHIN A WEEK AFTER APPROVAL

A press release report should be uploaded on the information centre on the BSUnion website. The information and general secretaries will process the report further.

Section 9: Invitation letter for UPP and BSUnion Format

The letter must be in Malay and must contain the following:

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).

NOTE:

An invitation can only be extended to Her Excellency the High Commissioner of Brunei Darussalam to the United Kingdom if the event is deemed appropriate.

Section 10: Press Release Format

Please take note of BUnion House Style before submitting your final press release. The press release will be used for the media in Brunei, BUnion Facebook page and BUnion website.

Font: Helvetica, Neue, 11

Spacing: 1.15, Standard page setup 1” margins all side

Size: A4

Format: PDF file saved as [societyname]PR[eventname].pdf

IMPORTANT NOTE!

DO NOT SEND press releases directly to media outlets WITHOUT prior clearance from BUnion 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.

Below is the format of the press release in which you are expected to follow:

(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 achieve.]

Contact information [inquiries regarding PR]:

[Name]

[Email]

[Tel no.]

Please limit to one page for above info.

###

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

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.



UPP SPONSORSHIP APPLICATION

Appendix II

(After Event)

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Section 11: Important Notes II

Here are a few important things to note. This is important for you to follow to help make your BSUnion council and UPP's work easier for them! They will definitely thank you for it.

- **WITHIN TWO WEEKS AFTER YOUR EVENT**, you must send in your post-mortem, kunci kira-kira and financial report. However, please do not wait for the last minute to send them as they need to be checked by the the finance team first for them to be up to standard.
- This is a back-and-forth process, and you will most likely have to make amendments. So, it is important that you make an effort to send them in at least a week after your event.
- The post-mortem should be sent to general.secretary@bsunion.org. **The post-mortem should be in MALAY.**
- The kunci kira-kira and financial report should be sent to financial.secretary@bsunion.org.
- For both e-mails, CC to vp.admin@bsunion.org and president@bsunion.org.

Section 12: Post-Mortem Report

Once again, the post-mortem report must be in Malay. A post-mortem report should cover the following:

- Brief introduction of the event
- Details of the organizing committee
- The name(s) of the Guest(s) of Honour present
- The itinerary of the event (if it was not being followed accordingly, state reasons why)
- State the number of participants and attendees (from last year event) and the current year (does it reach the target expected by the society? Briefly explain why there is a decrease/increase in participations?)
- The result of the event (e.g.: if your event is a competition, you should state the winning teams' names)
- Evaluation of the event:
 - Success
 - Failures
 - Obstacles
 - Improvement
- Feedback from the attendees, volunteers and members of the organizing committee (Must include both good and bad reviews. Include also solutions from their point of view)

Section 13: Kunci Kira-Kira and Financial Report

Kunci Kira-Kira:

- It is an Excel spreadsheet, with detailed recordings of money in and out.
- Ensure everything is broken down, e.g., Cash Prizes: First place, second place, third place.
- The template may be found in the BSUnion website. You may adjust to your preferences.

Financial Report:

- You do NOT have to include any tables inside this document. It is purely a document for receipts and bank statements.
- All screenshots of bank transactions must be inside this report, i.e., money going in and out.
- All SCANNED receipts should be put under the financial report. For your convenience, download CamScanner in App Store or Google Playstore. You can easily scan receipts instead of taking photos.
- All screenshots of online receipts should be put under the financial report. This is accompanied by a screenshot of the bank transaction.
- Ensure all screenshots are large enough and CLEARLY SHOW the amount of money spent and the items bought.

NOTE:

1. All physical receipts MUST be kept. ALL receipts, including online receipts (which must be printed) must be posted to the finance attaché. The address is as follows:

[Name of current finance attaché]
35-43 Norfolk Square,
Brunei Hall,
London,
W2 1RX

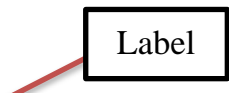
If in a case where the receipt is lost, you must write an apology letter addressed to the BSUnion President stating which receipt has been lost. Also include the IC number of the person responsible for the lost receipt.

2. If the event involves sending cash prizes to winners, please also insert the financial transaction in bank statement format in the financial report. A letter of acknowledgment from the winners must also be sent, stating they have received the cash prize [amount included] on [date].

Example of Kunci Kira-Kira:

2 PERBELANJAAN					
	Item	Harga	Kuantiti	Jumlah	Keterangan Lain / Rujukan
2.1	Quizkit				
	Buzzers	£ 192.00	1	£ 192.00	Receipt #1
	Jumlah			£ 192.00	
2.2	Hadiah				
	Trofi	£ 6.15	4	£ 24.60	Receipt #2
	Pingat	£ 2.69	4	£ 10.76	Receipt #2
	Sticker	£ 11.90	1	£ 11.90	Receipt #3
	Jumlah			£ 47.26	

The financial report must correlate with the Kunci Kira-Kira. Using the Kunci Kira-Kira above, an example for the Trofi, Pingat reference in your report would be:



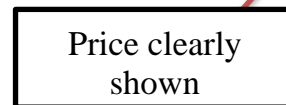
Receipt #2

Your Order Number is: 16793/040220/16

Your Order Details...

Product Code	Description	Item Price	Qty	Total
GWKM009AT	Singular Glass 165mm (6.5") Required Centre/Sport: No Centre Engraving on Plate : Brunei University Challenge 19/20 First Place	£ 6.15	4	£ 24.60
GWAM870S	Mega Star 50mm (2") Medal Silver Engrave on Rear of medal: Engrave Medal on Rear Ribbon Colour: Maroon MR022 Required Centre/Sport: No Centre Optional Medal Case: No Medal Box Engraving on Rear of Medal : Brunei University Challenge 19/20	£ 2.69	4	£ 10.76

Subtotal: £ 35.36
Total: £ 35.36



Online payments should be accompanied by screenshot of bank transactions.

Prepared with love by: BSUnion Council 2019/20 :-> <3