

## Sponsorship

### LLM

I am delighted to announce that the LLM link went live on our website on Friday 25<sup>th</sup> March.

For those that did not catch the announcement please see:

<http://www.susport.org.uk/news.asp?s=2&cat=Other%20News&nid=SUS-N11110>

The logo advertising the competition is on our homepage and on the frame of every other page.

To begin with there are only a few companies listed on the framework but now that the site is live it is hoped to entice others to join and LLM are in discussions with other major brands that are interested in potential space if the deal is right.

To date we have received £5000 of the sponsorship money and we are expecting a further payment of £5000 by the end of the month.

Exec are asked to give some thought to potential sponsors that may come up in discussion with LLM and make a decision regarding policy stance for alcohol and any other products or industries that may be contentious who may be looking to sponsor SUS.

### Kukri

The sponsorship agreement with Kukri has been particularly challenging over the last few months with changes to the account manager and in practice our only contact is with Rachel Holdsworth who manages the Kukri shop on site.

We are awaiting the arrival of the Executive kit and this is due to arrive by the end of this month. Our leisurewear range has been on sale in the Edinburgh Kukri shop since it opened but sales have been minimal as only people visiting the shop or making an arrangement with the SUS office have been able to purchase anything.

At the initial stages of negotiation it was agreed with Mike Humble to develop an online shop. Unfortunately this wasn't included in the signed agreement. The delay from Kukri in developing the online service has meant that we have lost the potential to have our kit promoted by staff purchasers and national teams.

I am frustrated by the state of affairs and I would like Exec's guidance on how to approach the situation as we get closer to year two of the agreement.

### Conference

PDC is already working towards conference and seeking sponsorship from parties that are nothing to do with the deal with LLM.

As such the Executive is asked to put forward any details of potential companies or organisations that may be interested to sponsor the event or take a stall at the tradeshow.

### SUS Executive is asked to:

Item
➤ Note Progress with LLM & decide policy stance with regards to certain sponsors
➤ Note frustrations with Kukri and offer guidance on the situation moving forward
➤ Put forward any potential sponsors that may be interested in the SUS conference