

WELCOME



Securing and Retaining Sponsorships for Your Club - A Beginners guide



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SMARTER CLUBS | SAFER CLUBS



CONTENT

- Introduction & Background
- Where are YOU at?
- Sponsorship types
- Identifying entitlements
- Developing Sponsorship Packages
- Identifying & Approaching new Partners
- Roles & Responsibilities



WHAT IS SPONSORSHIP

SPONSORSHIP IS THE AGREEMENT OF PAYMENT TO AN ORGANISATION OR CHARITY BY A BUSINESS IN RETURN FOR BENEFITS.

Where is your Club at?





WHERE IS YOUR CLUB AT?

GET TO KNOW EACH OTHER

- What does your Club currently have in place?
- Where do you think you need to improve?
- What would you like to get out of this session?

IT'S NOT ALL ABOUT THE CASH

THERE ARE A NUMBER OF DIFFERENT TYPES OF SPONSORSHIP AVAILABLE

- Financial
- Contra (product)
- In Kind (service)
- Combination

WHAT OF THESE DOES YOUR CLUB NEED?

WHAT KIND OF CONTRA OR IN KIND SUPPORT COULD YOUR CLUB USE?

LET'S LIST Some Ideas...



THERE ARE A GOOD NUMBER OF REASONS WHY BUSINESSES SPONSOR CLUBS. It is important to identify these reasons and create ENTITLEMENTS THAT REFLECT THEM

MARKETING

- To increase brand awareness and product/service knowledge
- To promote specific products/services direct to their target market
- Demonstrate the businesses product/service through the Club

BUSINESS (ROI)

- To secure the Club as a customer
- Secure exclusivity with the Club as a supplier/provider

COMMUNITY SUPPORT

- To demonstrate the businesses commitment to the community



THE VALUE OF ENTITLEMENTS

Clubs can ensure they determine the value of the sponsorship entitlements based on;

- the role the entitlement plays in the clubs operations (i.e. beverage suppliers, electricity, furniture, sporting equipment);
- the appeal to businesses;
- the value of the reach you provide through sponsorship
- Potential business development resulting

WHAT IS THE DOLLAR VALUE OF EACH ENTITLEMENT?

GATHER YOUR ENTITLEMENTS

TAKE 5 MINUTES TO CREATE A LIST OF ENTITLEMENTS FOR YOUR CLUB THAT COULD FORM THE BASIS OF A SPONSORSHIP PACKAGE



SOME IDEAS TO ADD TO YOUR LIST IF NOT ALREADY THERE;

MARKETING

- Social Media
- Website
- Member Communications
- Blogs
- Uniforms
- Signage
- Brochures/Business Cards/Posters/Screens

BUSINESS

- The Club will commit to purchase X amount?
- Exclusive use of Sponsors business

OTHER

- Event naming rights or supporting partnership
- Player sponsorship

ANOTHER STEP FURTHER

ADD A \$ VALUE NEXT TO EACH ENTITLEMENT



Perhaps research similar opportunities, cost of goods/labour, perceived value

TASK: CREATE AN ENTRY LEVEL PACKAGE

Using the entitlements identified and the costs associated, create an entry/base level Sponsorship package and determine its cost.

HOW DOES THIS COMPARE?

- HOW DOES THIS COMPARE TO YOUR EXISTING?
- How does this compare to your competitors?
- Is this pricing structure achievable/appealing for your Club?
- Is this scalable?
- Does this accommodate flexibility or negotiations?

YOU HAVE THE PACKAGES - NOW WHAT?

MARKETING IDENTIFYING BUSINESSES WHO COULD BENEFIT FROM A SPONSORSHIP WITH YOUR CLUB,

POTENTIAL 'TARGETS' INCLUDE;

- EXISTING CONTACTS (I.E. MEMBERS/SUPPLIERS)
- LOCAL BUSINESSES WITHIN YOUR LOCAL COMMUNITY
- ONLINE COMMUNITY
- ALIGNED BUSINESSES



START THE CONVERSATION

THE PROOF IS IN THE PUDDING

Demonstrate the opportunity you are presenting in the best possible light. If potential sponsors see what you are doing for other businesses they will be more likely to show interest

REACH OUT THROUGH THE OPPORTUNITIES YOU ARE OFFERING

Not only are the entitlements you offer to sponsors appealing and useful for them, they are also a great resource for the Club. Utilise your digital mediums to promote the Sponsorship opportunities.



START THE CONVERSATION

CHECK YOUR CONNECTIONS

Talk about Sponsorship opportunities at relevant opportunities - with Committee Members, players/teams and at events

CREATE RELATIONSHIPS

Cold calling is difficult and often not overly successful. Spend time building relationships and lines of communication with those businesses you would like to align with.

Create these opportunities through your existing Club activities;

- Invite them to a game day
- Host a Business Building event (i.e. luncheon/breakfast)
- Invite them for get-to-know-your-Club coffee



ROLES & RESPONSIBILITIES

- IS THIS A ROLE WITHIN YOUR EXISTING COMMITTEE?
- WHAT ARE THE EXPECTATIONS ON THE INDIVIDUAL PERFORMING THIS ROLE?
- WHAT RESOURCES WILL THEY BE PROVIDED?
- WHAT SUCCESSION PLAN DO YOU HAVE IN PLACE?

WHERE TO FROM HERE?

- GATHER YOUR RESOURCES
- ADDRESS WHAT IS CURRENTLY IN PLACE
- COMPARE TO YOUR WORK TODAY & YOUR COMPETITORS
- REVIEW THE PACKAGES AND THEIR ASSOCIATED VALUE
- IMPLEMENT A PLAN TO APPROACH AND TARGET NEW BUSINESSES
- WORK WITH EXISTING SPONSORS TO INCREASE RENEWAL RATES & ROI
- PREPARE PROFESSIONAL LOOKING MATERIALS TO SUPPORT SPONSORSHIP SALES
- BUILD RELATIONSHIPS!





THANK YOU



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