

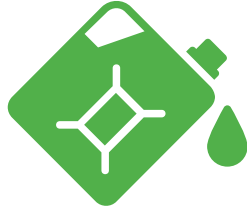
SPONSORSHIP

Where To Start

1 KNOW WHAT SPONSORSHIP YOU'RE SEEKING



Financial
(cash)



Product
(fuel, signage etc)



Services
(driver coaching,
consulting etc)

2 IDENTIFY POTENTIAL SPONSORS



RESEARCH
What companies do you know who can assist with each these needs?

RESEARCH USING LINKEDIN AND GOOGLE



RESEARCH
Ask your friends, family and other members for their suggestions - who knows who?

IDENTIFY POTENTIAL CONTACTS



RESEARCH
Who do you know who could assist whether through direct contacts or family and friends?

3 IDENTIFY CLUB ASSETS



BRAINSTORM
What assets can your club offer and what is the value of these assets?

SPONSORSHIP

Sponsorship Opportunities

Identify what it is that you would like to have sponsored. Is it the entire event (often called naming rights), is it one race within an event? Is it the Canteen for the event? Your monthly club newsletter or your club website?

Once you have identified the actual opportunity it is time to write down what your club can offer a sponsor in term of benefits.

This can include benefits around signage (on and off track), logo's on website, commentary mentions, a number of social media mentions, the opportunity to showcase their products on site during your event. Think outside the box - the only thing to remember is to be aware of personal privacy laws. For example you cannot hand out your mailing list to a third party. You CAN however email members on BEHALF of a sponsor with special offers etc.

Sponsorship Proposals

A sponsorship proposal is a formal offer to do business. It needs to be well presented and contain enough information for a company to gain a thorough understanding of what it is being offered.

Getting Started

- Committee support - discuss sponsorship proposals with your committee. If a sponsorship is to work it needs to have the backing of your committee, staff/volunteers and officials.
- Enough resources - writing sponsorship proposals and contacting companies can be time consuming. Make sure you have the time and people willing to help.
- Allow sufficient lead-time - depending on what you are asking for, the assessment, negotiation and planning involved to successfully manage a sponsorship takes substantial time.
- Stand out from the clutter - tailor your proposal by acquiring background information on the potential sponsor's desired image, products, services and business objectives.
- Price yourself competitively - find out what similar sponsorships are selling for. Before signing, a potential sponsor will independently put a value on your proposal. If your offer is cost effective or unique - you are in the running. Make sure you are making a profit.
- Target the correct person - address it to the right person. Your first connect with a potential sponsor should be a conversation. This will allow you to test the temperature and work out what it is that they're looking for in a sponsorship.

SPONSORSHIP

Proposal Structure

Use these headings as a starting point to writing the proposal.

Overview of the club offering or event

- One or two sentences describing the sponsorship deal.

Background of the club

- Information on your club and its history.

Details about the event or the club offering

- Dates, times and location/venue.
- Demographics: how many people will attend event(s)?
- Where are they from? How old are they?
- Who will manage the sponsorship?
- Current and past sponsors.

Sponsor benefits

- How will the event(s) or offering help improve the sponsor's bottom line? Possible headings include:
 - Media coverage – television, radio, press, signage.
 - Networking opportunities.
 - Enhancement of sponsor's image.
 - Client entertainment.
 - Onsite activations and other benefits.
 - Sponsor investment.
- Cost or description of goods and/or services being offered.

Evaluation

- How will you measure the success of the event and delivery of promised benefits?

Other considerations

- Make the length of the document proportional to the value of the sponsorship. Try to keep it under 10 pages.
- Ensure headings are clear.
- Images are well worthwhile to include
- Use statistical information - helps the reader identify cost benefit and demographic fit.



Clearinghouse for Sport connects people in sport to a world of ideas, experiences and knowledge.

Club Help – Sponsorship

Australian Sports Commission – Sponsorships