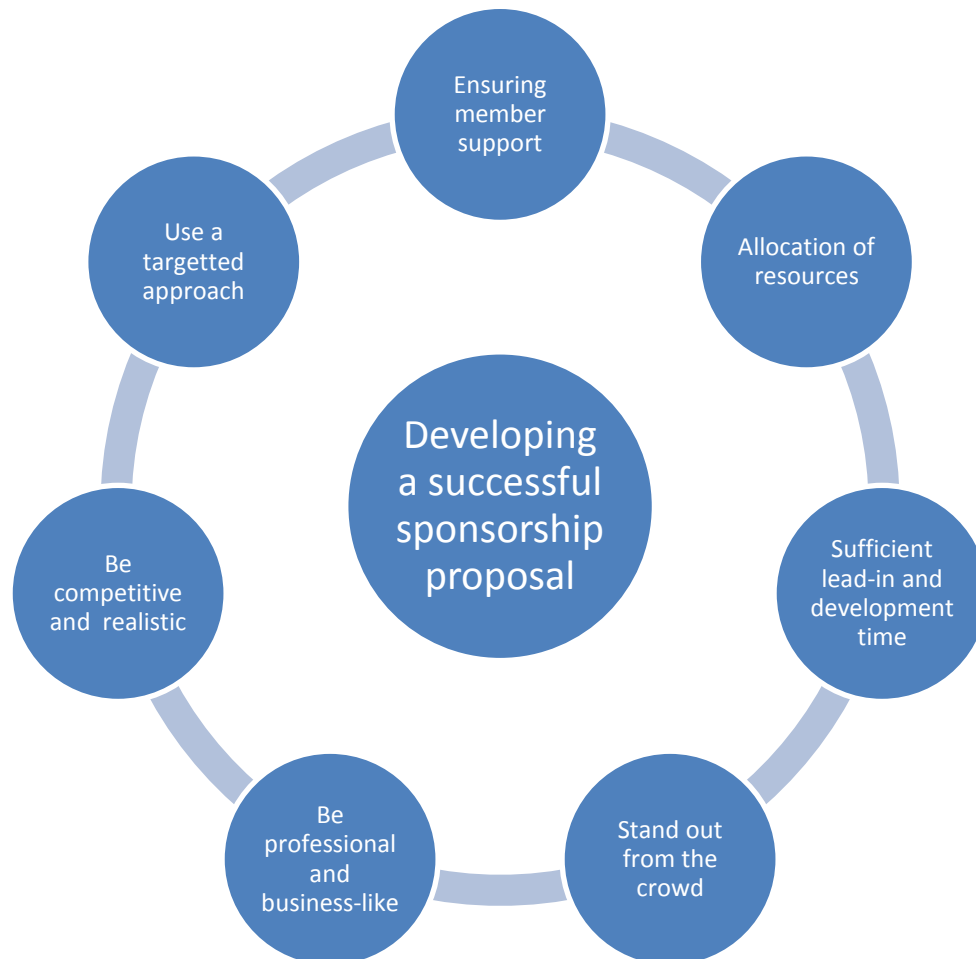


## Marketing and Sponsorship

### Module Four -Developing successful sponsorship proposals

The following diagram shows the key elements for developing a successful sponsorship proposal.



- The support of club members in satisfying the sponsorship promise is essential. If a sponsor has been made an offer on the basis of significant increased sales of its products or services through purchases made by club members, it is obviously important that members understand and support this.

Although it may not be feasible to find out if all members would support a sponsor prior to the club seeking sponsorship, it is important to ‘test the water’ with members so that there is a level of confidence that the club can deliver on its sponsorship promises.

- The issue of expertise has already been dealt with under sponsorship policy, but a club also needs to know what its efforts to secure sponsorship will cost and what resources need to be allocated.

If club members with the appropriate expertise and experience are found to work on sponsorship proposals will this incur a cost? Will they charge for their time? Will there be a requirement to purchase professional design, layout and printing services?

There may be a need for a club to invest resources into its sponsorship efforts to secure the revenue and support it is seeking.

- It is important that the timing of sponsorship work is aligned to a club's activities. If a club is seeking game day sponsors for each round of the winter season, the work involved in securing these sponsors should start well before the season commences. Similarly, one-off sponsorships for club events need to be secured well in advance of the date of the event.

There needs to be a formal planning process established to secure sponsorship.

- Companies are always looking for a competitive edge. What is it that they offer that will bring customers to them instead of their competitors? Clubs need to adopt a similar approach when seeking sponsorship. What does your club offer a sponsor that other clubs do not?

How do you stand out from the crowd and how will this support your sponsors to stand out from the crowd?

- It is important that club's use professional and formal business approaches when seeking sponsorship. Provide sponsorship offers on club letterhead. Produce high quality materials that show what the club has to offer. Allocate club members to the various sponsorship roles who are confident and comfortable in making follow-up telephone calls.

A formal, business-like approach should extend to the provision of a formal sponsorship agreement that clearly sets out what the sponsor has agreed to provide and what the club will deliver in return.

Using formal business processes will show the potential sponsor the club is serious about the sponsorship relationship.

- There is a lot of competition from clubs for sponsorships. It is important that a club is competitive but also realistic. Cost your sponsorship proposals appropriately. Ask for what you need – not what you think the sponsor can afford. If the match day costs are \$1500 and the club budgets to generate \$1200 from canteen and refreshment sales it is realistic to look for a match day sponsor prepared to pay \$300. What will the sponsor receive for this investment?

Provide a potential sponsor with a proper breakdown of costs that show realistic amounts for the sponsorship requested.

- A successful sponsorship proposal should target companies that are aligned to the club through location, community focus and existing membership and should also target key individuals within the company who have the authority to approve sponsorship support.

Take the time to work out the right companies to target and find out who the right person in the company is to receive the club's sponsorship offer.



### Activity

Think about the processes you would need to establish and apply at your club to develop a successful sponsorship proposal and answer the questions in the following table.

Questions	Responses
How could you find out if there is broad membership support for a sponsorship proposal?	
Who at your club would develop a sponsorship proposal? What resources would they need?	
When should a proposal be developed to align with your club season and activities?	
What makes your club 'stand out from the crowd'?	
Does your club operate in a professional and business-like manner? Will a potential sponsor be dealt with in a formal way?	
Identify a potential sponsorship area. What would it cost a sponsor to support this area. What are the realistic costs?	
What are the local companies your club should target? Make a list. Who are the people in the companies you should target? List them.	