

## Marketing and Sponsorship

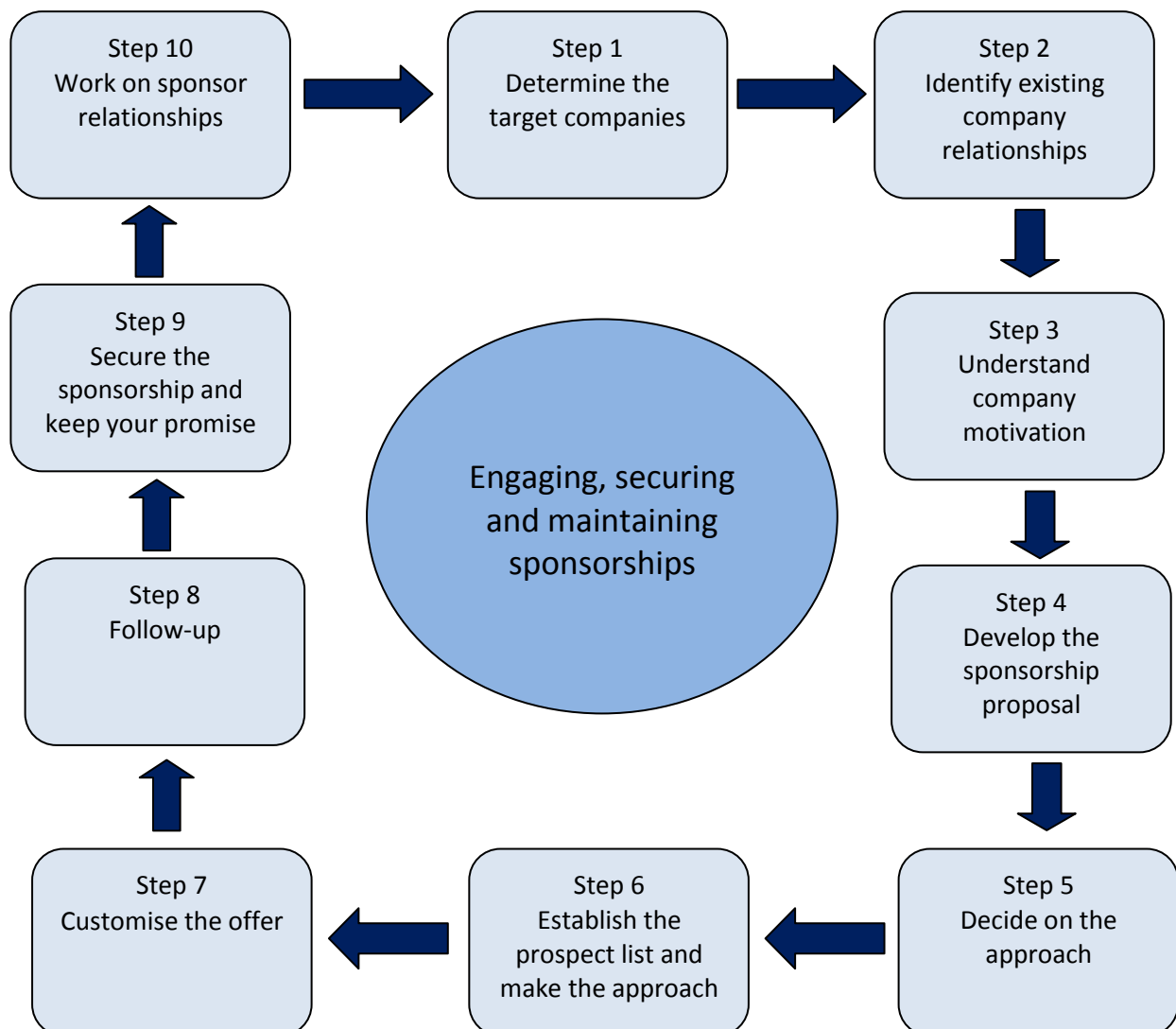
### Module Three- Engaging and retaining sponsors

Although it may be possible for local community sports clubs to attract large or national company sponsorship, most community based sport and recreation clubs will target and secure corporate sponsors from within the local area.

The following '10 step' model for engaging, securing and retaining sponsors may be applied at any level, but will work in particular for local company sponsorships.

The '10 step' model should be applied after a club has established its sponsorship policy and there is a clear objective for the club's sponsorship efforts.

The diagram on the following page and the descriptions that follow explain the 10 steps.



### **Step 1**

Decide the type, size and location of companies you intend to target.

### **Step 2**

Identify companies that already have a relationship with your club. Are there club members who own local companies? Are there national or state company senior executives or managers who are members of the club?

### **Step 3**

Put yourself in the shoes of the company representatives. Is the sponsorship offer worthwhile? Will the company get an appropriate return on its investment? Think about what it is that will motivate the company to get involved in supporting local community sport or recreation.

### **Step 4**

Decide what it is that your club can offer. Is the sponsorship offer an annual or season long arrangement – or longer? Will the sponsorship be exclusive or shared with other companies? Think about the benefits the sponsor will get. How will the club promote the sponsor? Will the sponsor's name, logo and contact details be listed on a variety of club platforms such as playing strips, website, banners and newsletters?

### **Step 5**

How do you intend to approach the company? Find out who the right person is in the company to receive the offer. If the company has an existing relationship through individual club membership, talk to your members about the presentation of the offer. Draft a letter and develop a telephone script.

### **Step 6**

Establish a list of companies based on all the previous steps. You will need to have a number of companies that you target. For companies with an existing relationship with the club try to arrange a meeting to deliver the written offer. For other companies, send a personalised letter.

### **Step 7**

If necessary, think about how you can present or customise your offer to suit each individual company requirement. You can do this in association with Step 6 or after the initial contact with the target companies. What is it that you can do for the sponsoring company that will ensure commercial benefits from its relationship with your club?

### **Step 8**

Follow up your initial contact with a telephone call – not too soon or not too late. Between 5 and 8 days after the company has received your written offer is an appropriate time. Make the contact with the person who received the sponsorship offer.

### **Step 9**

When all the hard work has paid off and the club has secured the sponsorship it is important that the promises made are kept. The club needs to deliver the agreed outcomes. For example, if the arrangement is that the sponsor's logo will appear on all playing strips make sure there is enough time to get the logo printed before the first game of the season.

### **Step 10**

Maintain regular contact with the sponsor. Find out if there are other things the club can assist with. Check to see if the sponsorship arrangement is delivering benefits to the company. Is the company tracking customers and sales so that it knows when club members are purchasing? Keep the sponsor happy and then work on getting an extension to the agreement.



#### **Activity**

Are there current sponsorship arrangements in place at your club?

Think about how these are working. Is there room for improvement? Are the sponsors getting benefits from the engagement with the club? What can you do better for existing sponsors and to attract new sponsors?

If your club does not have any sponsors, think about what it needs to do to secure some sponsorship.

What needs to happen at your club to apply the '10 steps' model? Who at the club should be involved? Are there local companies that may be prepared to sponsor your club?