

## Marketing and Sponsorship

### Module Two- **Benefits of sponsorship**

There are obvious financial and business benefits for a club from sponsorship arrangements.

The purpose of sponsorship is to secure a benefit for your club through a commercial arrangement with an external business.

Sponsorship is different to a donation.

Donations of funds, equipment or services are provided to clubs without the expectation of an advantage or benefit to the donating organisation.

Sponsorships are provided to clubs in return for a clearly defined outcome that may provide an advantage or benefit to the sponsor. For example, a company may provide sponsorship for a local soccer club by way of paying for new playing kit. The sponsorship outcome is that the company logo and website address is printed on the team shirts. During every game the company details are visible when the team plays and this may result in a benefit to the sponsor through increased sales of the company products or services.

In addition to a potential increase in sales, there may be other benefits to companies that sponsor clubs. These include:

- Improved image when a company is associated with a well-managed and well regarded club
- Increased community awareness about the company
- A competitive advantage over other companies in the same business area



#### Activity

Think about the particular benefits for a company in providing sponsorship for your club.

Answer the following question with as many responses as you can think of.

A company will benefit from providing sponsorship for my club because.....

Clubs also benefit from sponsorships. Strong, formal relationships with corporate sponsors can provide clubs with:

- Additional revenue
- New equipment and resources
- Discounts for goods and services
- Benefits for club members
- Increased community profile
- Enhanced reputation that may result in more sponsorships
- Financial stability

Although there are obvious benefits for clubs and sponsors from well-managed, effective sponsorship arrangements, the reverse is also true.

Sponsorship arrangements that are not properly planned and established with formal processes and procedures may result in a poor experience for the club and the sponsor.

One way of guarding against poor sponsorship arrangements is for a club to establish a sponsorship policy.

The sponsorship policy should clarify for club officials and members what is required and expected from the sponsorship relationship.

The policy may include information on:

- The objectives and outcomes to be achieved through sponsorships
- The rules for sponsorships – how they will be established, evaluated and reviewed
- Who will be responsible and accountable for securing and managing sponsorships
- The details, processes and procedures for establishing and maintain sponsorships

The responsibility for securing and managing sponsorships in a club is a key factor in the success or otherwise of sponsorship efforts.

All volunteer club activity requires time and commitment from people who have a busy family and work life. To undertake the sponsorship process properly requires both time and expertise.

If there are people within a club who work in the marketing, advertising or promotions area or who work in activities such as events management where sponsorship is a key component, try to involve these people in the club's sponsorship efforts.