

Marketing and Sponsorship

Module Five-Satisfying sponsor requirements

The most important thing a club can do to satisfy a sponsor's requirements is to deliver on the promises made.

If the sponsorship agreement requires that a banner with company details is placed in a prominent position at every club match or event this needs to be done at every match and on every occasion.

If an agreement requires the company logo to be affixed to all playing strips, this needs to happen before the season starts and every team on every playing date needs to be wearing strips with the logo.

The logistics of the sponsorship agreement need to be applied consistently as specified. This will show the sponsor that the club is doing the things it said it would do.

A more difficult measure of the sponsor requirements are those things associated with the benefits that may occur as a result of the sponsorship.

If the club specified that the sponsorship would increase the sale of the company products or services there needs to be a way of monitoring and measuring this. After the period covered by the sponsorship the company will need to know whether it derived the benefits it expected. Did sales increase and was the increase in part because of purchases from club members?

In some cases, sponsors may be satisfied with the sponsorship relationship if their products and services are actively promoted and marketed and they get increased exposure and raised profile in the local community.

Clubs should also do the following:

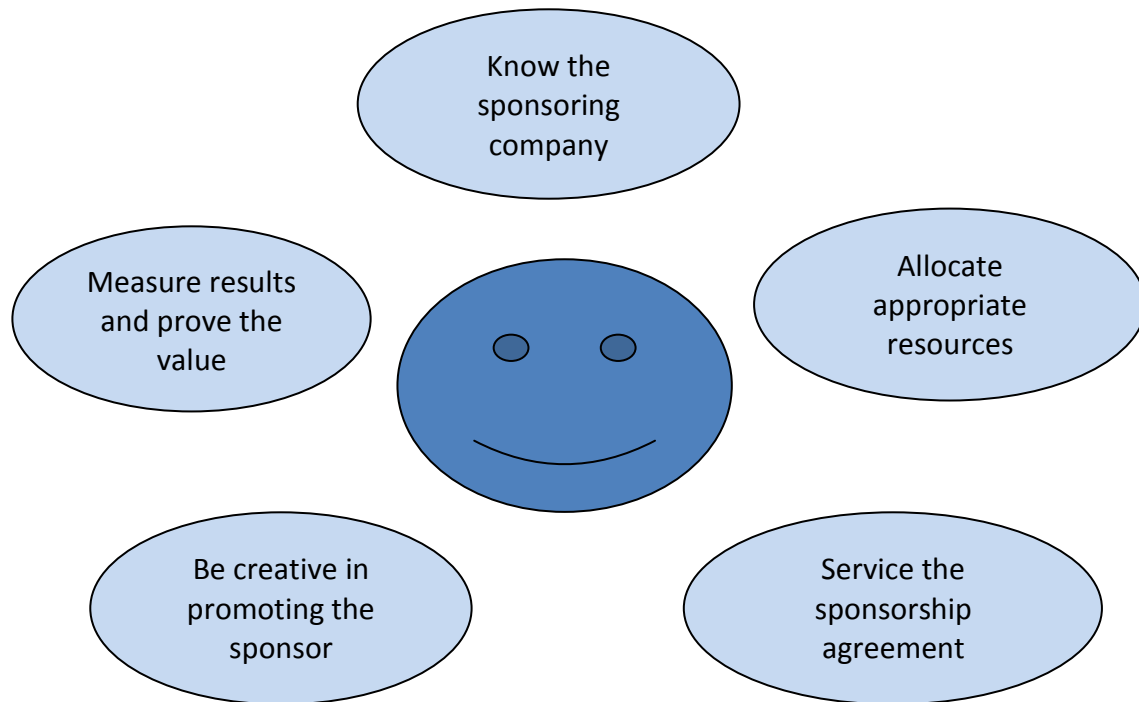
- Promote the sponsor at every opportunity and across all the club media – website, newsletters, banners, signs, playing strip logs etc. How this promotion will be arranged should be a formal part of the sponsorship agreement.

A club may decide to establish different levels of sponsorship – platinum, gold, silver – and the level of promotion and exposure may be linked to these.

- Acknowledge the sponsor at every opportunity – match day presentations, social occasions, post-game or event briefings. Again the level of this acknowledgement may be linked to the different levels of sponsorship.
- Keep sponsors fully informed about club activities and invite them to club events.

- Establish internal club procedures to get member feedback on sponsor support and let the sponsor know.
- Evaluate the sponsorship arrangement. Do not 'seal the deal' and then forget about the sponsor. Look at how the sponsorship is working for both parties and look at ways of improving the arrangement. Aim to keep the sponsor for a long time.

The following diagram shows the five essential rules for a club to ensure it keeps its sponsors happy.



Clubs that take the time to find out about a sponsor's business and how a company operates will be well placed to service the sponsorship requirements.

Effective sponsorship requires the allocation of resources. Clubs that invest in good quality sponsorship proposals and also allocate appropriate resources to servicing the sponsorship arrangements will get positive results.

It is important that clubs focus on the requirements of the sponsorship agreement and not on the individual requirements of company representatives. Service the company not the person.

Be creative, innovative, stand out from the crowd and offer different sponsorship options to ensure the sponsor is happy.

Measure the results of the sponsorship deal. Do not wait for the sponsor to tell you the arrangement has not delivered. Regularly check what is happening so that you can tell the sponsor and can fix things if need be.



Activity

Think about all the elements of sponsorship and use the checklist below to assess whether your club is ready to secure a good sponsorship deal and provide satisfactory service to its sponsors.

A ✓ shows you are ready and an ✗ shows that you need to do some work on the club's sponsorship skills.

Sponsorship items	✓ or ✗
Sponsorship is on the agenda at Board or Committee of Management meetings.	
The club is operated in a professional and business-like way.	
The club has clear objectives and outcomes it wants to achieve through sponsorship.	
There is a sponsorship policy in place.	
There is a formal sponsorship agreement form in place.	
The club has a process in place for identifying potential sponsors.	
People within the club have been identified to work on sponsorships.	
The club allocates resources to securing sponsorships.	
The club is able to explain to potential sponsors the benefits likely through an association with the club.	
There is capacity in the club to develop innovative and different sponsorship offers.	
The club is able to fully cost sponsorship offers to ensure they are competitive and realistic.	
The club is ready to seek sponsorships.	