

*Sports Community's Guide to:*

# **SPONSORSHIP**

## **FOR SPORTS CLUBS**

### **HOW TO UNLOCK YOUR CLUB'S SPONSORSHIP POTENTIAL**

Written by Steve Pallas and Jennifer Rose

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# CHAPTER

## INTRODUCTION

### Jack and Jane

One sunny day in a town not far away, our friend Jack was walking down the street. Jack was a positive, hardworking kind of guy who made everyone smile and helped out his local community. The only thing Jack felt he was missing in life was a partner, someone who could support him and help to make life even more enjoyable.

On his walk, Jack spotted a girl walking in the opposite direction who he knew only as Jane.

Jane was perfect. Exactly what he had been looking for! After 30 seconds of careful deliberation Jack stopped Jane, got down on one knee and proposed marriage...

Not surprisingly, Jane was taken aback and politely declined the offer before trying to find a way to get out of the conversation...

Why?

There may be a number of reasons why Jane would turn down Jack's offer, even though he is a wonderful person. The most obvious reason though is that she didn't know anything about him and therefore had no relationship with him.

Alternatively, what if Jack had first asked Jane on a date, courted her, bought her flowers, got to know her over time and built a strong relationship? The outcome of the proposal may then have been very different.

*This is the same principal to consider when we look at sports club sponsorship.*

Many clubs approach sponsors the same way as Jack approached Jane. They seek a long term, high value financial commitment. More often than not they will not have a successful outcome.

*So then, how do we best approach sponsors?*

Well put simply, like in personal relationships, there needs to be a courtship where each party gets to know each other, learns about each other and works out how they can satisfy each other's needs.

We need to consider what the potential sponsor is looking for in the partnership and that is a relationship based on trust and one valuable to both parties which will continue to be beneficial in the long term to both parties, not just the sports club.

A tall, slender stadium light tower stands on the left side of a large, well-maintained sports field at night. The field is illuminated by the tower's lights, which cast a bright glow across the grass. In the background, there are dark silhouettes of trees and a building with some lights visible through its windows. The overall scene is dark, with the primary light source being the stadium lights.

In this ebook we will be developing a whole new way of thinking about sponsorship, in particular how we attract and maintain sponsors and grow these relationships. We will be working towards creating sponsorship partnerships that will result in more effective long term relationships that will help sustain your club into the future. A kind of thinking that involves looking beyond the traditional methods of gaining sponsorship to new and innovative ideas.

## Objectives of this Book

At the completion of this book you will have an understanding of:

- Traditional methods of sponsorship and how new ways of thinking can significantly improve your sponsorship results.
- Ways to effectively attract and retain sponsors
- The value of club sponsorship and assets that can be used to maximise this value for both the club and the sponsor.
- Who makes up your club community and how to effectively communicate with them.
- How to measure the value of sponsorship.
- Writing sponsorship proposals and renewing sponsors.
- Creating a sense of belonging for your sponsors.
- The importance of capturing, maintaining and handing on sponsorship information.

Each chapter of this book focuses on a key message or skill development and provides you with a wide variety of tools and skills which can then be used to create your club's sponsorship plan and proposals, to help support your club achieve its sponsorship objectives.

Throughout this book you will see this logo:



By clicking this you will be taken to additional information, generally on the Sports Community website, that relates to that topic.

This book has been designed for the volunteers of local sports clubs. It has been written assuming the reader has little or no knowledge and each topic begins by reviewing fundamental concepts and then progressively introducing more complex strategies.

We hope you enjoy the journey of reading this book as much as we enjoyed bringing it to you.



# Chapter 2

## Not All Traditions are for the Best

Most clubs approach sponsorship in the same “traditional” manner. Generally they will appoint one or maybe two people to be responsible for retaining existing club sponsors while seeking to continually attract new sponsors to the club.

Some clubs may set a budget or a target but most simply say “good luck, get what you can!”, acknowledging the difficulty of attracting sponsors.

Let’s look at a typical process for a Sponsorship Co-ordinator appointed to the role for the first time.

### Gold, Silver and Bronze Packages for Sale

Most often the first thing the new Sponsorship Co-ordinator does is sit down and work out the sponsorship packages for the year. You know the ones, the Gold, Silver and Bronze sponsorship packages.

Many clubs have to do this from scratch each year as they do not hand over their sponsorship information from co-ordinator to co-ordinator (but hold that thought as we will cover it in depth later in the book).

First the sponsorship manager will start with the Gold sponsorship. For businesses who take out the “Gold” package, well they can have the “farm”. Their business will get naming rights to everything, its logo plastered over every player, child and wall in the club and business owners will be invited to every club event and function throughout the year. Let’s value this at? Well let’s hope we get \$2,000.

Right, now for the Silver and Bronze packages. They simply get slightly reduced benefits compared to the Gold and therefore the cost is reduced. Logical! **Right, now we are ready to sell.**

The new Sponsorship Co-ordinator will then zealously set off to take the sponsorships to their local businesses. Naively confident that, with an afternoon of chatting over a coffee, talking about their beloved club, they will sell their whole sponsorship portfolio. Easy! **Wrong!**

“See you next year”

So off the Sponsorship Co-ordinator bounds, firstly to the clubs existing sponsors who will hopefully write out the obligatory annual cheque. Not normally for one of the prized Gold, Silver or Bronze packages but for the smallest amount possible.

As the Sponsorship Co-ordinator leaves the sponsor they are too disappointed to hear the local business owner farewelling them with a sarcastic “see you next year”. Of course inferring that will be the last the business owner sees or hears of the club until the same time next year where they come to pick up the next cheque.

## Fastest Way to a Broken Heart is to Cold Call

Not to be disheartened, the new Sponsorship Co-ordinator turns their focus towards new sponsors. How hard can they be to attract, right? Rock up, unannounced, tell the story of your club and watch them write out a cheque for the Gold package. Although we haven't sold the premium sponsorship yet we are still buoyed by the fact that most of last year's sponsors have again sponsored the club.

The new Sponsorship Co-ordinator hits the road, walking into local business after local business at first asking and then as time goes on begging them to sponsor their club.

This has now effectively become a cold calling exercise and the Sponsorship Co-ordinator quickly learns what we all think about cold callers. They are rarely even

listened to, let alone supported, regardless of the worthiness of the cause. Some people of course do but most simply don't. This is the same when trying to sell sports sponsorship, some local businesses will support the club but many will not.

Continually getting knock backs from businesses is demoralising for the new Sponsorship Co-ordinator and it doesn't take long for even the most hardened individual to run out of patience cold calling on local businesses.

Disillusioned, the sponsorship selling process stops, sponsorship targets are not met and in extreme cases a club's season may now already be destined to fail.

*There has to be a better way!*



For many clubs competing in "semi" professional competitions, where some or all of the participants get paid, their hopes and dreams may actually rest on the ability of the sponsorship manager to attract a high level of sponsorship to the club. The more sponsorship revenue raised, the more players of (perceived) better quality they can recruit and the better their chances of success. For these clubs their season hinges on the performance of somebody who doesn't even take the field. A volunteer who may or may not even want to do the job and may or may not have the skills to be successful. We are amazed how often we see this reality in clubs and the worst part about it is they don't realise their season's success is effectively in the hands of one person, the Sponsorship Co-ordinator.

## Why Do We Need to Get Sponsors?

Before we begin to look at a better way to attract sponsors to your club let's take a step back and ask one very simple question.

### Why Do Clubs Seek Sponsors?

Why do clubs dedicate even one minute in the pursuit of sponsors? After all, the scarcest resource a club has is its volunteers, so why dedicate their time to something that has nothing to do with the sport you play and love?

The answer is generally that sponsorship funds are either used to reduce the costs of the sport or help your club achieve its goals. These goals are often based around competition success.

The question which is rarely asked is “who gets the benefit of club sponsorship?” Who benefits most from reduced costs or achieving club goals?

While the answer can be quite broad, as many groups within the community benefit from “successful” and sustainable sporting clubs, the group who benefits most are the current players and members.

So thinking about this logically, the Sponsorship Co-ordinator is doing all the work attracting and retaining sponsors for which every other player and member gets a benefit.

If every member gets a benefit, shouldn't every member then have a part to play in attracting and retaining club sponsors? Absolutely!

## Improving What We Have Traditionally Done

Well, to be balanced, it does work and has worked for generations. There are thousands of clubs around the country who have large numbers of sponsors providing amazing financial support.

Although this is absolutely true, at what cost is this sponsorship and are these clubs maximising their opportunities?

The traditional sponsor acquisition process:

- Takes a huge amount of time and effort to attract sponsors
- Sponsorship Co-ordinators often turn over every other season, due to pressure to deliver targets in a very challenging environment or they simply burn out
- Sponsors continually turn over so clubs are continually under pressure to attract new sponsors, often by cold calling on them

The reality is that cold calling and hard selling is simply not fun and takes a huge amount of time. What is the success rate of a Sponsorship Co-ordinator cold calling on businesses? One sponsor in ten, one in five?



## What's the Missing Ingredient?

Let's take the local butcher. The Sponsorship Co-ordinator walks in and asks the butcher to sponsor their club. The poor old butcher gets this question almost on a daily basis. They may be able to throw you a few snags here and there but really are not in a position to give cash to every club who asks.

Take a minute to reframe this scenario. Assuming the butcher is financially able to support a sports club, who could walk in and ask the butcher for support and almost be guaranteed the answer will be yes?

Maybe the butcher's:

- Wife or husband
- Children
- Other direct family members
- Close friends
- Business acquaintances (For example - their biggest client)
- Employees
- Surrounding businesses

There are actually a lot of people, who if they asked the butcher to sponsor them the butcher would do so without hesitation. Why? Because the Butcher has a close personal relationship of some type with these people and therefore will want to support that person and by extension their sports club.

## The Often Fatal Mistake

Apart from clubs continually asking people and businesses they don't have a relationship with for sponsorship, the other often fatal mistake made in pursuit of sponsors is that we generally try to immediately sell the highest value sponsorship package possible. We then tend to work our way down the list of packages until we find the sponsorship package the business owner will accept. Often this is done with little or no consideration of the potential sponsor's needs.

Like Jack at the start of this book asking Jane to marry him, we effectively ask potential sponsors to marry us (i.e. buy the highest value sponsorship package possible). No romance, no candle lit dinners, no dancing, no celebration of anniversaries and birthdays just will you marry me. In other words we seek to sell a high value sponsorship with little or no relationship nor understanding of the sponsors needs and wants.

Putting it like this, it is little wonder they said *NO!*

## Relationships are the Key

If the potential sponsor had been offered a comparatively low value sponsorship, even \$50 or \$100 then they are a lot more likely to accept initially. This then gives your club the opportunity to engage the sponsor over time at club functions to learn about the sponsor and truly understand how your club can satisfy their needs, whatever they are. This process may take years and shouldn't be rushed.

Once we have a good idea of how we can maximise our benefit to the sponsor, which can only come from talking with the sponsor at say a sponsors day or some other activity where you have involved them in club activities, we can then present a proposal for major sponsorship which they will seriously consider. Why? Well firstly the club will have built a relationship with the sponsor over time and secondly they have really considered the sponsors needs and presented a proposal that creates real value for the sponsor. (The second half of this book gives heaps of ideas about how clubs can cater to the different needs of different sponsors.)

## The “Players” Sponsorship Package is Your Most Powerful Sales Tool

Apart from the standard Gold, Silver and Bronze sponsorship packages clubs should also create a very low level or entry level sponsorship category. Many clubs call this a “players” sponsor and part of the “value” of the sponsorship is that the business becomes an individual player’s sponsor. This entry level sponsorship should be a low cost, even as low as \$50 or \$100.

The purpose of this sponsorship category is two fold:

- Due to the low cost it is easy to sell, anybody can sell it which is exactly what you want, and most businesses are able to afford this level of sponsorship.
- Secondly, businesses who take up the sponsorship are now ‘club sponsors’. This means they should be invited too to participate in all club functions and activities which create a lot of opportunities for the club and sponsor to get to know each other, build a relationship and potentially in time explore the possibility of expanding their partnership.

## Setting the Expectation for Members to Contribute

We strongly believe that because each player and member benefits from club sponsorship that each member has an obligation to play a role in attracting sponsors to their club. In fact we strongly believe that it should be “compulsory” for each member (or at least family within a club) to introduce at least one “player” sponsor to their club per year.

Just take a second to consider this. How many people at your club wouldn’t know one person they could ask to sponsor them for \$50 or \$100. Almost everybody knows somebody who, if asked, would sponsor them.

Ideally, over time, it simply becomes part of the club culture that members continually introduce new sponsors to the club.

## Who Do Members Know?

As proven by Microsoft researchers we are connected to each other by 6 people or less (see insert box). This being the case, we don’t know who our members know or who their “friends of friends” are. With this in mind, by asking your members to introduce a “\$100 entry level” sponsor but also giving them the information that relates to the high value sponsorship packages, they might just be able to “sell” a Gold, Silver or Bronze Sponsorship package.

*You just never know!*

*Most of us* have heard about the theory of the six degrees of separation.

“Six degrees of separation is the theory that anyone on the planet can be connected to any other person on the planet through a chain of acquaintances that has no more than five intermediaries.” The theory was first proposed in 1929 by the Hungarian writer Frigyes Karinthy in a short story called “Chains.”

In July 2006 two researchers from Microsoft Research, Eric Horvitz and Jure Leskovec undertook research that analysed 30 billion MSN Messenger conversations between 240 million people. Their research found that the average path among all MSN users was in fact 6.6 people.

If you accept or even partially accept the six degrees of separation theory then there is effectively no sponsor in the world you could not successfully approach!

You simply need to connect with the people who they will always say yes to when asked.

There is effectively no sponsor in the world you could not approach.



## Everybody Has a Role

Under the Sports Community methodology everybody in the club has a role in attracting, maintaining and maximising sponsorship.

The Sports Community sponsorship acquisition process is as follows:

**Step 1** – The Sponsorship Co-ordinator still creates the different sponsorship packages, most likely using the traditional “Gold, Silver, Bronze” levels of major sponsorship but with the additional “players” sponsorship option and all supporting marketing material but in a way that allows members and supporters to approach their friends, family and acquaintances with the clubs sponsorship request.

**Step 2** – The Club President and other club leaders continually notify, remind and re-enforce to members the expectation that they introduce at least one “player” sponsor a year.

This expectation should also be formally defined in the club policies, procedures and member handbooks. Reminding members of their responsibility should be a continual process throughout the year and will also include a lot of positive re-enforcement thanking those who do attract sponsors which will remind those who haven't to do so.

It is important clubs don't take on a “martyr” syndrome if members are initially slow to introduce sponsors. Don't fall for the trap of saying “we ask members for their help but they never do!” This sort of attitude is simply poor leadership and of course results in the undesirable behaviour.

It is also important to recognise that some people simply will not know anybody they can ask to sponsor them. It

is important to ensure these members have other options. Give people the opportunity to talk to the Sponsorship Co-ordinator if this is their reality. Make sure that there is an alternative fundraising option for these people, maybe selling \$200 worth of raffle tickets at a club raffle etc. It is important to create this secondary task because it makes it fairer for those who do attract a sponsor but also allows those who can't attract a sponsor to feel they are contributing to the club equally. It is important for those who are actually unable to attract a sponsor to not feel ostracised or excluded. We simply need to understand this will occur and find a mutually agreeable way for them to contribute to club fundraising.

## Changing Behaviours can be a Challenge but it is Not Hard and Certainly Not Impossible

*For most clubs,* introducing the Sports Community sponsorship methodology will require members to change their behaviour. That is, introduce a sponsor when previously they have never had to. This is effectively a change to the club culture.

Many clubs and volunteers are daunted by the concept of changing the club culture and while it has its difficulties it is far from impossible if you follow four basic steps:

1. Define the behaviour you want (in our case for every member to introduce a new sponsor by the start of the season).
2. This desire needs to be formalised and documented in club policies, procedures, rules or guidelines.
3. The behaviour (attract at least one sponsor) then needs to be continually communicated to all members so that they are not only very clear about what is expected of them, but have bought into and committed to the task. Often this is the step that takes the time but it is time well spent by club leadership because the potential upside of engaging your membership base is tremendous.

4. This is often the most challenging step. The easy part is to continually re-enforce the positive behaviour but what do we do with people who simply will not attract a sponsor. You must do something with these members starting with a conversation which asks them directly how they are going finding a sponsor. If they are genuinely trying but can't find somebody to sponsor them (and this will be genuine for some people) then the club should find some other way these members can assist the committee to run the club. What do we do with those members who simply don't attempt to find a sponsor or don't think they should have to?



Step 3 – Once new sponsors are introduced to the club by individual members it becomes the responsibility of the Sponsorship Co-ordinator and the club committee to build and maintain the relationships with the sponsor. For clubs who have a large number of sponsors they may wish to allocate each sponsor to an individual person (usually a committee member) to be responsible for and to ensure the new sponsor is welcomed into the club. The goal of the Sponsorship Co-ordinator and committee is to get the sponsor as involved as possible in club activities. Regardless of the value of their sponsorship you want the sponsor to feel so welcome that they feel they can come to the club without an invitation, be warmly welcomed and participate in club activities.

Step 4 – It is the Sponsorship Co-ordinator and committee who now become responsible for renewing introduced sponsors each year. It is not be the responsibility of the introducing member to renew the sponsor each year. This is the job of the Sponsorship Co-ordinator and committee for a number of reasons:

- This ensures the sponsors relationship continues with the club even if the member who introduced them leaves or retires.
- It also means that the club can go to the sponsor in subsequent years with a more significant sponsorship proposal (rather than the \$100 entry level sponsorship). This proposal would not be the standard multi-tiered Gold, Silver or Bronze traditional sponsorship package but a tailored sponsorship packages created to maximise the clubs ability to achieve the sponsor's objectives. (We will explore how to create tailored sponsorship packages later in the book).
- This also means that the introducing member has to find a new sponsor each season (which most can do knowing they have 12 months each year to find the next sponsor!).

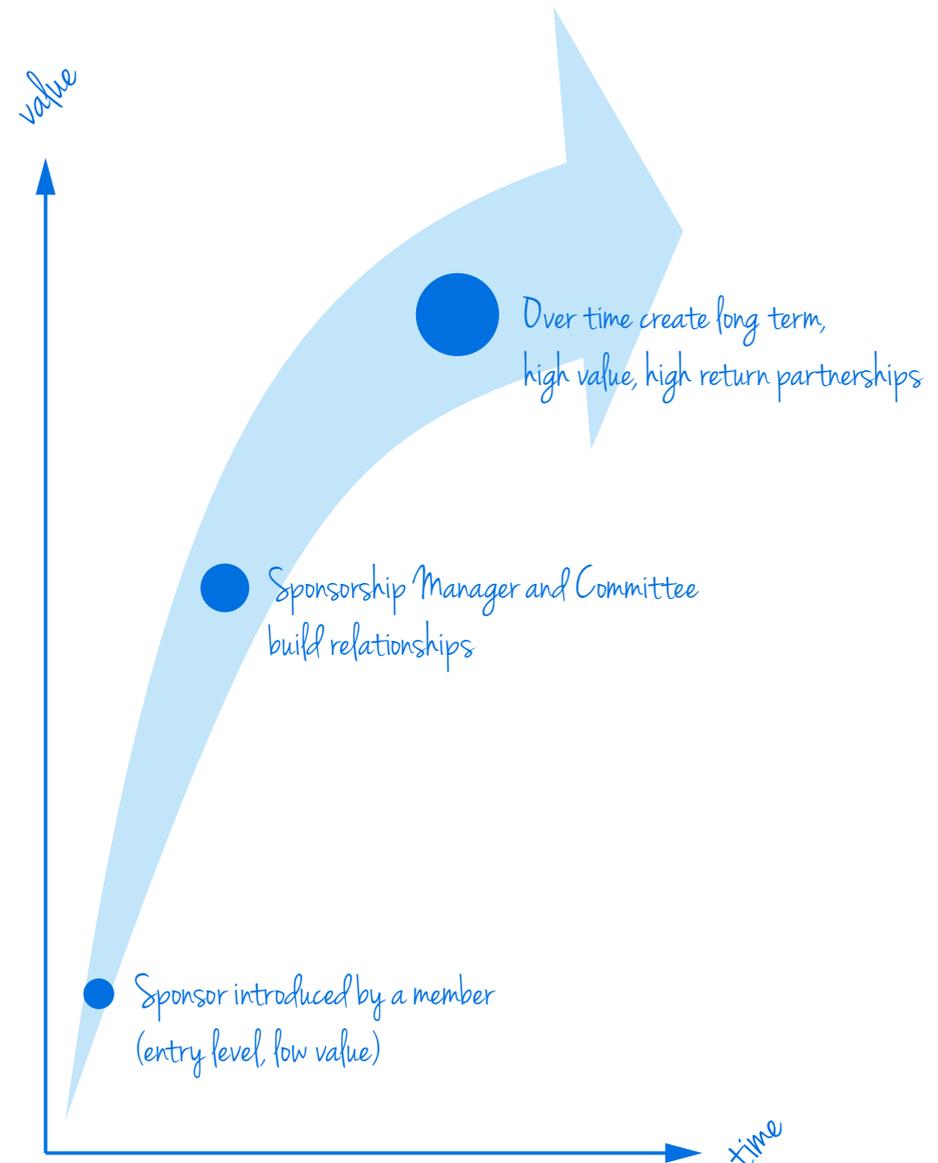
## Patience Can Sometimes Be Your Biggest Sales Tool

The Sports Community sponsorship acquisition process does require a high degree of management and co-ordination. Many clubs don't co-ordinate activities as a group, they allocate them to a person who does the work. Co-ordinating a club of members and players to all undertake tasks is challenging so don't underestimate how time consuming this role will be. For anybody who has co-ordinated a chocolate drive you will know what we mean.

By engaging their members and players to do the "cold calling" on behalf of the club to their friends and family means that the time of the Sponsorship Co-ordinator and committee can be spent on tasks which immediately add the most value such as:

- Engaging with sponsors
- Ensuring they feel part of the club (regardless of their financial contribution)
- Understanding their needs
- Creating proposals which create high value and are high return partnerships for the club and the sponsor

Remember, don't rush this last step. Build strong relationships that ensure the club understands the sponsor, what they are seeking from their sponsorship and most importantly how the club can deliver and exceed this expectation.



# CHAPTER

## So What Actually is a SPONSORSHIP?

For many clubs, sponsorship is the financial life blood of the club while for others they rarely, if ever, receive funds from sponsors.

Raising funds through sponsorship doesn't have to be difficult but before we look at the strategies for attracting and maximising sponsorship packages let's look at some basic fundamental concepts of sponsorship.

*An example* of this is a club that gathered goods and services from the local community and put together an auction night. The cost of the night was minimal as the club held the event at their club rooms and only outlaid money for some flyers for the initial promotion of the event. The volunteers were required to source the items, put together the auction and promote the event.

**With very little cost to the club this kind of event can raise significant funds for the club.**

## What is Sponsorship?

Put simply, sponsorship is a mutually beneficial business relationship between two parties, the business (sponsor) and the club (sponsored).

In terms of sporting clubs, having sponsors can significantly help clubs to reach their goals and objectives. The financial support of sponsors is often then used to reduce the costs for players, uniforms, competitions and supporting other parts of the general running of the club.

## Sponsorship Inclusions

Many clubs only ask sponsors for cash sponsorship but there are many different ways a range of businesses can support your club and be of great value. These include:

- Donating goods and services
- Access to the resources or staff of the sponsor

Often for clubs, receiving goods and services from sponsors can be even more valuable than simply receiving cash. Your club may need these goods or services but not be able to afford them or if raising funds is the focus your club can create social functions or fundraising activities based around the donations. For example your club may choose to run an auction night or incorporate an auction into another club function, in order to generate significant income for the club.

Donated goods and services from sponsors often have the potential to raise significantly more cash than the sponsor would otherwise have been able to contribute.

Receiving donated goods and services also allows many local businesses to be involved that may otherwise have not been able to. A great number of businesses are usually happy to contribute goods because they can use old models or ask their own suppliers for contributions which they can then give to the club.

By donating services the only cost to the business is time and equipment which may be easier for them to commit.

When receiving donations of services, your club can choose to use them for fundraising if generating income is the club goal or alternatively can use these services within the club.

Other local companies such as the local accountant or website developer may not be able to contribute funds to your club but may happily produce the clubs financial statements or run the clubs website which can be a great relief to many clubs.

When looking for sponsors it is a good idea to consider if there are any areas of the club that could use support and approach businesses in these areas that may be able to assist. This can create a win-win situation for both the club and business.



*A great example* of this is at one club, the local pub provides the services of a chef on match day to cater for their 'match day luncheon'.

The food is brilliant and more people attend every week because of it. This in turn generates more income for the club and can also support the building of a positive club culture, where more members and supporters attend game day regularly.

## Understanding Why Businesses Sponsor Local Clubs

In order to build long term relationships with sponsors, it is important for clubs to understand what the sponsoring business wants from the club.

Generally there are four reasons a local business will sponsor their local sports club:

1. They have an existing connection with the club, either as a player, member or supporter or have a family member or friend linked to the club
2. They want to be a part of the club, engaged and feel a strong sense of belonging and inclusion with the club
3. They want to contribute, or at least be seen as contributing, to the local community
4. It is financially beneficial to them

**What is the only thing we have to do to attract businesses who have the first three motivations?**

*Simply ask or better still invite them to be club sponsors!*

With this in mind, who is the best person from your club to approach the sponsor? Exactly, somebody who knows them well (i.e. family, friends and associates as already discussed).



## The Power of a Sense of Belonging

The first three reasons enter into a little psychology that it is beneficial to understand. Abraham Maslow was an American Psychologist who ranked human needs into a five level hierarchy.

The diagram you see is a very famous graphical depiction of “Maslow’s hierarchy of needs”. This starts with physiological needs such as breathing, food and water as its base, safety and security needs as the next level and then the third most basic of human needs is the need ‘to be loved and belong’. (M, 1943). You can see from the model that, aside from the base needs, achieving a sense of love and belonging is an important human need and motivator.

Maslow first released his research in 1943 and his philosophies and theories have stood the test of time. (M, 1943).

Local sports clubs have the opportunity to create a real sense of belonging between themselves and its community and sponsors. Creating and maintaining relationships where people feel as though they belong to the club is very powerful.

It is important to understand that a “sense of belonging” is a basic need and that your club needs to ensure that for all sponsors as part of any sponsorship package this sense of belonging is created between the club and the sponsor. The result is a sponsor that is more likely to assist the club to achieve its goals and to support the club over the long term. This long term support gives the club every opportunity to maximise the financial value for the sponsorship over time.

Relationships grow over time and the situation we want to avoid is a club representative visiting a club sponsor each year, collecting the cheque and then as they are leaving the sponsor yelling out “See you next year.”

This hypothetical scenario happens way too often with clubs not engaging their sponsors or including them in club activities. The goal would be to build a sense of belonging to the point that the sponsor feels they are able to walk into the club at any time and feel included in conversations and club activities. This type of belonging takes time and most of all it takes effort.

By putting in a little extra effort to build these relationships, it helps to ensure that when the club asks for assistance the business is more likely to provide it and from the business’s perspective, the club is fulfilling a core need for the people involved.





## Corporate Responsibility

Another great point to note is around businesses wanting to be seen to be giving back to the local community. Businesses are aware of how they are perceived in the community and have a responsibility to understand their impact.

Corporate Responsibility is a degree of responsibility not only for the economic consequences of their activities, but also for the social and environmental implications (Australian Human Rights Commission, 2014).

Sponsoring your club is the perfect opportunity to advertise that the business is giving back to the community and can be a positive step for the business's reputation. The company branding being associated with the club on a regular basis helps to build a strong and positive public profile and helps to offset any negative feelings toward the company within the community.

It is important not to underestimate the power of sponsorship, particularly the effect it has on the attitudes of those involved in the club.

## The Financial Benefit

The forth reason a business would look to sponsor your club is for financial gain.

We will discuss your club's audience and how to generate engagement for your sponsors in further detail later in the book. There are many ways to help sponsors connect with their community and clubs have a wide reaching influence.

It is also important to consider how best to create individual financial benefits for each sponsor. Again this will be discussed in great detail as we continue on, but beginning to consider each business and how to showcase the opportunity they offer to each segment of our audience is a great place to start.

If you can provide a proposal that shows you have given considerable thought about how to support an individual business they are much more likely to be interested in considering a partnership. This extra effort shows the business that as well as making sponsorship revenue you are committed to building a long term win-win arrangement.

# CHAPTER

# 4

## How Do You Value Your Sponsorship Packages?

Of all the questions we get asked at Sports Community, the question most asked is:

**“How do we value club sponsorship packages?”**

To most clubs, attaching a value to a sponsorship package is simply a guess, while to others it is a complex equation that may appear to look something like this:

$$N(\theta) = \frac{nt}{4r^2} \left( \frac{zZ}{2K} \right)^2 \left( \frac{e^2}{4\pi\epsilon_0} \right)^2 \frac{1}{\sin^4 \left( \frac{1}{2}\theta \right)}$$

## What Do Sponsors Want?

Before clubs can think about valuing their sponsorship packages they need to consider what the sponsor is actually looking for and would value.

Traditionally, sponsors of local sports clubs generally don't seek to receive real commercial value from their sponsorship other than the feel-good knowledge they are supporting their local community.

Today though, sponsors of local clubs are becoming more sophisticated wanting to receive a return on their investment (ROI). Sponsors of local clubs are now moving in the same direction as those businesses who sponsor professional sporting teams. Sponsors may seek:

- Brand awareness through media and social media exposure
- Generation of leads
- Sales of products and services
- Entertainment of staff and customers at club events

**If you understand what a sponsor is seeking to achieve, and your club's ability to deliver, valuing your sponsorship becomes a lot easier.**

*An example* of this is a club that gathered goods and services from the local community and put together an auction night. The cost of the night was minimal as the club held the event at their club rooms and only outlaid money for some flyers for the initial promotion of the event. The volunteers were required to source the items, put together the auction and promote the event.

With very little cost to the club this kind of event can raise significant funds for the club.

## Factors Which Create Sponsorship Value

From experience, we believe there are five components that come into play when seeking to value your sponsorship packages:

1. What are sponsors willing to pay?
2. How big is your club's audience?
3. What is your club's ability to engage with its audience?
4. What is its ability to influence the behaviour of the audience?
5. How do sponsors value the sponsorship and its inclusions?

In the training sessions we run around the country on sponsorship we ask clubs what sponsors they have and what they have to provide for the sponsorship. Many clubs often tell us how much they generate in sponsorship each year and then look at us expectantly to tell them whether this is good value or not.

We start by saying that if both parties are happy then it is a good sponsorship. But in reality this is not always the case. We had a bowls club tell about a travel agent who paid the club \$2,500 a year in sponsorship. The sponsor also hosted (and paid for) a quarterly afternoon tea attended by 30-50 club members and their friends, where they showcased the latest tours around the world. From the clubs perspective the events were very popular social occasions and the club was very happy with this arrangement.

*Let's take a closer look at this...*

So a smallish country sports club has a local travel agent as a sponsor, who contributes \$2,500 a year. Sounds like a good deal for the club right?

*Well let's see...*

As a direct result of the quarterly afternoon teas showcasing the latest travel tours around the world it was estimated that at least 25 members and their friends purchased tours throughout the year. If you assume that each trip was conservatively valued at \$12,500 then the sponsor conservatively generated \$312,500 of business. Typically the travel agent will receive 20% of the booking as commission, converting to \$62,500 in this real life scenario.

So for their \$2,500 sponsorship the travel agent is generating leads converting through to \$62,500. Outstanding value for the travel agent I would have thought.

Is the club getting good value from their sponsorship? Well they could now probably ask for sponsorship of between \$10,000 - \$15,000 and the travel agent would be likely to happily pay it.

## 1. What are Sponsors Willing to Pay?

What are they willing to pay? Regardless of what you are selling, the biggest determinant is what the buyer is actually willing to pay. This creates an enormous challenge for clubs and particularly inexperienced Sponsorship Co-ordinators because they simply don't know what people are willing to pay for the different levels of sponsorship.

A common mistake made by clubs in this situation is to value their sponsorship packages too high. Make sure when establishing your sponsorship packages that you have very affordable entry level sponsorship packages (i.e. \$100 or even \$50) so the decision for the potential sponsor is not should I sponsor but what sponsorship package will I take.

Remember, you want to consider your sponsors as long term partners in the club so don't force or pressure them into high value sponsorship. Do you think anybody remembers or cares how much in its first year (1925) Ford Motor Company sponsored the Geelong Football Club?

It is really important that clubs retain all the information relating to their previous sponsors, particularly about how much each sponsor has paid. One of the most common mistakes made by clubs is that they don't pass the information about the club's sponsors to the incoming Sponsorship Co-ordinator meaning they have no idea how much sponsors have been willing to pay.

## 2. How Big is Your Club's Audience?

A really important factor in determining sponsorship value is how big your club's audience is. Of course big is not always better but logically the bigger your audience the more likelihood there is of creating value for sponsors.

Many clubs significantly underestimate the size of their club's audience by only consider their players and members as their audience. From a sponsorship perspective it is so much more. Your club's audience may include:

- Those actively participating in your club activities
- People who follow the club through different social media channels
- People from the club's various databases
- Spectators and users of club facilities
- People who attend club events
- Local and broader community who come in contact with the club
- Visitors to the club website and readers of the club email newsletter

*We will look in a lot more depth at defining your clubs audience in upcoming chapters.*



### 3. What is Your Club's Ability to Engage With its Audience?

It is one thing to have an “audience” but one of the key factors in determining sponsorship value is your club's ability to engage with its audience. From a sponsor's perspective this is the club's ability to continually take their message to its audience. How many times, and in how many ways is your club communicating and engaging with its audience?

The more your club communicates and engages with its audience the better its ability to communicate and re-enforce your sponsor's message.

Traditionally clubs communicate to their audience through:

- Match day speeches and updates
- Paper based newsletters
- Poster, brochures and flyers
- Media releases
- Signage

But today there are so many other powerful ways to communicate which can also create immense value for sponsors including:

- Websites
- Email newsletters
- Social media
- Podcasts
- YouTube TV channels
- Live streaming

*We will look at these and more ways to communicate later in this book.*



### 4. What Is Your Club's Ability to Influence the Behaviour of Its Audience?

Now we are getting to the real crux of how to value your sponsorship packages. What is your club's ability to influence the behaviour of its audience? Or put another way, facilitate the sales of your sponsor's goods and services to its audience.

While promoting sponsors through branding and signage around your club is positive, think about how much business this actually generates for your sponsors? It is very difficult to measure the amount of business signage and branding generates but if we are honest then the answer is likely to be relatively little.

If our proposition that traditional methods of clubs promoting their sponsor's signage and branding generates little real value for the sponsor is correct then the reality is that it is also restricting the amount the business is willing to pay to be a sponsor.

What if your club can drive sales for your sponsors? Is this likely to increase the amount sponsors will be willing to pay? Absolutely! When we start to generate real measurable financial returns for our sponsors then they are not only more willing to increase their sponsorship within the club, it is actually in their best interests.

## Influencing the Behaviour of Your Audience

Traditionally, clubs have used signage and branding in the hope that by their audience constantly seeing the sponsors they will use the club sponsors in the course of their normal lives. Your audience may or may not support your sponsors and even if they do, for many clubs it is very difficult to measure and prove.

Clubs need to be more direct in creating value for their sponsors and there are two really easy methods:

“A club can bring its sponsors to its audience or it can bring its audience to the sponsor.”

The best way to illustrate this is by using a simple example. Say the local café is a sponsor of the club. Yes we can constantly ask our audience to attend the café but we also have the ability to:

- Take our audience to the café – maybe we can hold a function or a club meeting or gathering at the café.
- Bring the café to our audience – at major club events you could invite the café to come and sell coffee and potentially cakes. It would be easy to sell many hundreds of dollars or even thousands of dollars worth of coffees and cakes at a club event.



In this simple example it is very easy for the café to work out how much value the sponsorship brings to their café. Let's assume the café makes the following:

1. Club dinner function held at the café (on a Tuesday night when the café is normally closed) – 30 people paying \$30 each for food and drinks = \$900.00
2. Coffee and Cake sales at a major club event – 150 cups of coffee @ \$4.00 = \$600.00 plus a further \$300 worth of cakes.

This then means that the club has generated \$1,800 worth of sales utilising the café at just these two activities, not including how often the club's members may then use the café throughout the year. A club could very easily ask for \$500 sponsorship from the café and because it is in the café's best interests financially, they are very likely to happily pay this amount.

These amounts do not include the value of return business of those who attended the café because of the club activity and who enjoyed the experience so much that they returned, potentially time and time again.

Once you can estimate or even calculate the financial value of the sponsorship then it is simply a matter of coming up with a fair amount for the sponsor to pay to the club.

The concept of taking your audience to the sponsor or your sponsor to your club's audience can be applied to many local businesses.

Places like nurseries, card dealerships, cinemas and art galleries for instance make unique locations for club functions while creating social and fundraising events such as a fashion show (perhaps to promote Mother's day) at your club is a great way to bring clothes, shoes, jewellery, make up and beauty product sellers to your club's audience.

In the second part of this book we will give examples of activities which can maximise the sponsorship values of over 80 different local businesses which may be found in your community.

## 5. How Does the Sponsor Value the Inclusions?

What you include as part of the sponsorship packages is a key driver as to how the sponsor values the packages. As we have discussed, one of the real constraints by only including branding opportunities in sponsorship packages is that this really only provides marketing benefits to the sponsor. Businesses only allow a certain amount of money in their marketing budget each year which means that even the best sponsorship proposal will be limited to the marketing budget available of the potential sponsor.

Businesses, even small, local businesses spend money on a wide variety of other activities which your club may be able assist them with, such as:

- Client entertainment and hospitality
- Staff Christmas parties and social events

Many clubs are ideally positioned to access these additional parts of a sponsor's budget and in the process significantly increase the value of their sponsorship inclusions.

### Staff Parties and Events

Businesses are forever looking for ways to engage not only their customers but also their staff. While some businesses are happy to go to the local pub many are now looking for different types of events for their Christmas parties and staff functions.

Victorian Country Horse Racing clubs have tapped into the Christmas market really well, branding their December race meetings "Christmas Celebration Race Day". Likewise, Bowls Clubs have really embraced this Christmas party market. Is this an option for your club to offer to your sponsors?



## Corporate Hospitality

Businesses large and small are continually looking for unique ways they can engage with their clients and build stronger relationships. Professional sports clubs have long known this and have created unique engagement experiences for their sponsors. Whether it be offering corporate boxes, so businesses can entertain their guests in private or creating events such as the “Presidents lunch or dinner” where guests can network and mingle in a bigger group of like-minded people, professional sporting clubs have very successfully tapped into this need and are generating revenues far greater than if they only offered branding opportunities.

Local clubs also have the opportunity to take advantage of this need in their local businesses. Your club can look to provide opportunities for your sponsor to entertain and engage their customers and clients. Regardless of the sport there is no reason why you couldn't set up “corporate boxes” or create an event for your sponsors to bring their customers and clients together.

Clubs could set up one or more “corporate boxes” and sell them off for the clubs major events, competitions or local derbies. Alternatively they could set up a small number of boxes and rotate different sponsors through them all year.

*The Sorrento Football Club* has created a wonderful home game luncheon in order to raise funds and bring more people down to the club on game day.

The luncheon is now known as a highlight of game day and a social event that is booked out well in advance.

The club sources good quality food from the local Sorrento Hotel and one of the chefs comes down to the club to finish cooking and to serve the food. The club also provide professional wait staff to ensure the quality of service is high.

The club has also approached guest speakers to come and speak each week. These speakers are high quality and have included; comedians, professional sports people, models, judges as well as local and international talent.

All other tasks, for example set up and clean-up are completed by groups of volunteers.

The Sorrento Football Club has found some major benefits in running this luncheon each home game. To begin, it has increased the number of people attending game day. The first week they had around 50-60 people attend the luncheon, there are now around 130 seats sold out each week. The club has also found it encourages women to come down to the club and creates a wonderful community feel.

As you can see, this is a wonderful example of how your club could encourage community involvement, effectively use and promote sponsors as well as generate income for your club.

## The Corporate Golf Day – the perfect sponsorship inclusion

Including access to a golf course to hold a corporate event has long been an effective strategy for golf clubs to attract major sponsorship revenue and why not? It is almost the perfect win – win for the golf club and sponsor.

Many businesses are going to spend money and sometimes significant amounts on entertaining their customers. Fact!

The golf clubs are very aware of this fact and include in their sponsorship packages the right to hold a sponsors' day at their golf course. Yes, the businesses will still have to pay for food and drinks for their guests but they were going to do this anyway.

Businesses value the ability to hold a sponsors day very highly and for the golf course they can offer their club facilities generally during times of low demand, such as mid week when many courses may have little or nobody on the course.

The perfect win – win.



## Sponsor Participation

Where corporate hospitality revolves around creating social experiences while watching your club play many clubs and sports lend themselves to creating opportunities for sponsors and their customers to participate in the event of sport itself.

Golf clubs have been tremendous at creating opportunities for businesses to engage their customers with events such as “corporate” golf days and Pro –Am’s being part of many companies business networking strategies for many years.

Lots of other sports have the ability to involve businesses and their customers in the activities at the club.

Many clubs have events where the general public can enter. Entries into these events are perfect sponsorship inclusions. Even better where entries are limited so having access to tickets can be perceived as valuable.

For example, many life saving clubs have open water swims. Running and athletic clubs offer fun runs and many triathlon clubs have public triathlons. Does your club run an event where entry tickets can be included in sponsorship packages?

Of course events and activities don’t need to be formally organised public events. They can be activities created just for the business and their customers. Many clubs have created “corporate” days to great effect. Less mainstream sports have used this to great tradition including:

- Dragon Boat Racing
- Archery Clubs
- Motor Sport, especially go karts
- Corporate Bowls Days
- Sailing Clubs

Clearly, these types of sponsorship inclusions require significantly more effort by clubs and usually a lot more contribution from volunteers. In return for the effort though the club can benefit substantially, not just financially but also by introducing your sport to a whole new group of potential participants!

# Chapter

## Club Assets that can be Used to Create Value for Sponsors

As we have learned from the last chapter, the value of a sponsorship is influenced by the size of your audience and your club's ability to influence that audience. In working with many clubs to itemise their sponsorship inventory, that is identify the assets and opportunities they can offer sponsors, generally the conversation starts and stops with branding and naming right opportunities.

While branding and naming rights are a very important way of conveying a sponsor's message to your audience, in today's world, it is probably no longer your club's most valuable asset.

The key determinate in valuing sponsorship is your club's ability to influence the behaviour of its audience, or putting it from a sponsor's perspective, your club's ability to promote and sell their products and services.

Let's look at the wide variety of assets your club has to offer sponsors.

### Club Websites

Club websites are so often seen as a burden of resources for the club when trying to keep it up to date. There is so much information that could go onto your club's website including:

- Fixtures and draws
- Results and participant performance information
- Match reports
- Ladders
- Team selections
- Information about current players and participants
- Current news and information
- Current club office holders
- Information for new recruits
- Club policies and procedures
- Information about different coaching and volunteer roles
- Club contact details, location and playing facilities
- Promotion of upcoming social events
- Membership information and sales
- Competition and event ticket sales
- Social activity ticket sales
- Club merchandise sales
- Information about club sponsorship packages
- Hire of club facilities

As you can see, there are so many reasons for your club's players, supporters, family, friends and the broader community to be continually visiting your club's website. From a sponsorship perspective, the people visiting your website page are called your 'website traffic' and depending upon the number of visitors to your site your website traffic may be very valuable to the right sponsor.

The committee of a mid sized Victorian Bowls club located in a midsized seaside town were debating the value of their club website, with many on the committee arguing “it took too many resources to keep up to date and nobody was using it any way.” The committee agreed that before they would take the website down, they would look at the traffic to the website.

The results staggered them. In the previous nine months they had had over 49,000 page down loads. If we assume that each visitor viewed three pages per visit that means there were over 16,000 visitors in the last 9 months to the clubs website or over 1,800 per month.

As you would expect the club not only kept the website but identified and recruited additional people to help expand the information online.

### Measuring Your Website Traffic

Your internet service provider will be able to tell you your club’s website traffic figures or like Sports Community, you may choose to use Google Analytics to measure your website traffic. You can get further information about Google Analytics by going to <http://www.google.com.au/analytics/>

Most club websites display sponsors branding throughout their site or have a dedicated page detailing their sponsors. While this type of branding does re-enforce the sponsors association with your club it is unlikely to encourage visitors to your site to click on the link to your sponsor’s website. The more traffic your website can refer to your sponsor’s website the more valuable you are to your sponsor, and the more likely they are to pay sponsorship amounts to your club.

Chapter 10 will look at different strategies for referring your clubs website traffic to your sponsor’s webpage.



## Email Newsletters

Another significant asset that many clubs have but don't often realise it, is their email newsletter. If your club doesn't have an email newsletter it really should start developing one today as the benefits far outweigh the time they take to pull together.

There are three components to an email newsletter:

- Your database of people wanting to receive it
- The email newsletter template you set up and use for each edition
- The content of each newsletter

Even in today's world of social media, email newsletters are still one of the most powerful marketing tools available. This is because by providing consistent and relevant information that your audience wants to read, your club builds and retains strong relationships with your audience of readers.

Most importantly, an email newsletter allows clubs to both grow and influence their audience. The two major determinants of sponsorship value.

## Growing the Size of Your Email Database

Ideally, clubs would collect the email addresses of everybody they ever come in contact with so that they are continually building the size of their database.

Remember, one of the key components of valuing sponsorship is the size of your audience so registering people to your email newsletter is a great way of growing your audience. Obviously it will be easy to register your current players, supporters and members to your newsletter but clubs should also focus on the following groups:

- Past players, members and supporters
- Family and friends of current and past players, members and supporters
- Past and present sponsors
- Suppliers
- People who attend your social activities
- Participants to your different competitive activities
- The media

Over time, with a real focus, clubs can build a significant size database which in turn creates a significant asset.

*A Melbourne Bowls* club located on the outskirts of Melbourne's central business district has less than 100 members but offers a very popular social bowling program known as "barefoot bowls", which attracts over 50,000 participants a year.

If this club collected the email addresses of even a portion of these social bowlers they could then, over time, develop a significant database of email addresses (in the tens of thousands). If the club then created an email newsletter targeted at these social bowlers which they sent quarterly, they would be able to build relationships with people who have already experienced the club, attracting them back, while at the same time creating a very valuable platform to promote sponsors.

In our travels around the country running training in fundraising and sponsorship we often have the pleasure of visiting small, rural or remote towns with highly itinerant populations. Clubs in these towns often lament the fact they have small populations and therefore really don't have a large audience. The reality is that the itinerant nature of these club members could create a very large database of followers. If the club is sending regular newsletters, the subscribers would remain connected to the club long after they had left town. For clubs in these towns their email newsletter database could be worth significant sponsorship dollars to the right sponsor who may not even be a business in town.

### The Power of Email Newsletters for Sponsors

So why are email newsletters such a powerful tool for creating value for sponsors? Simply, used correctly, they have the very real ability to influence the behaviour of readers, being able to direct readers to the sponsor's website as well as promoting and selling the sponsor's message, products or services.

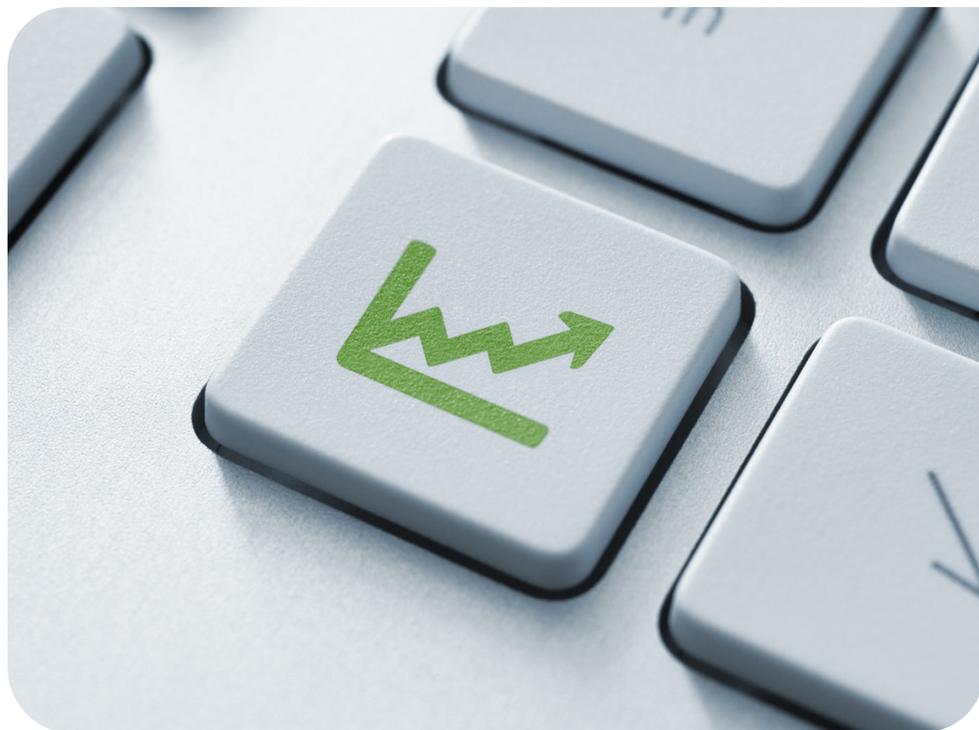
Chapter 10 will look at different email newsletter strategies which clubs can use to create real value for their sponsors.

## Social Media

Like website and email newsletter audiences, many clubs also overlook the value of their social media audiences. All clubs should be on a number of different social media platforms, which are likely to change over time. Many clubs have a large or growing audience on social media platforms such as Facebook, Twitter and YouTube or dedicated community club apps such as Team App.

Social media can be used to take the messages of your sponsors to your social media audience in a really effective manner. Like email newsletters, social media is a great way to maintain relationships with people who may have moved away from the club but still want to maintain a relationship.

Chapter XX will look at different social media strategies which clubs can use to create real value for their sponsors.



## Club Competitions, Events and Social Activities

Many clubs overlook their competitions, events and social activities as assets that they can use in their sponsorship packages. From a sponsorship perspective, club competitions, events and social activities are places where groups of “like minded” people gather together, often in very large crowds.

Your sponsors can take advantage of these large groups by bringing their products and services to the events. For example, if your club has a café as a sponsor then they may wish to sell coffees at your events. Queues for coffees are often some of the longest at events so this is a very beneficial opportunity for the sponsor as well as for the crowd!

Car dealerships often bring their cars to events where large audiences gather. Traditionally they have been very popular sponsors of golf tournaments with motor vehicles often seen around large golf events.

### Event Sponsorship Activations

‘Sponsorship activations’ is a marketing term that describes an event, promotion or activity held to promote a sponsor. Sponsorship activations are generally held as part of bigger events and are a very popular way for sponsors to leverage the benefit of large crowds.

In professional sports, sponsorship activations are becoming an increasing popular way for sponsors to make their brand and message known to a sport’s audience. Two of the most popular sponsorship activations in Australian Sports are the sponsor’s marquees or the “Bird Cage” at the Melbourne Cup Spring Racing Carnival and the hotly contested “Fashions on the Field” competition.

Collectively known as the “Bird Cage”, the marquees of the Melbourne Cup Carnival are some of the most expensive and lavish sponsorship activations in sport. Sponsors start building their themed marquees four months prior to carnival seeking to attract the rich, famous and most importantly, the infamous to their marquee.

The Victorian Racing Club (VRC) instigated its world famous “Fashions on the Field” in 1962. It was initially introduced by the VRC, to “woo more women to the races”. For much of this time Myer has been heavily involved with the concept and today, Myer, Fashions on the Field and the Spring Racing Carnival are undeniably linked together in one of the great sports sponsorship activations.



## Bringing Your Crowd to the Sponsor

Of course your audience is an asset you can use in your sponsorship packages but few clubs seek to fully harness its potential. Let us for a minute assume that your club has 100 active members, players and supporters. The combined spending power of this group can be quite significant, therefore creating many opportunities.

How can you leverage your clubs ability to take its crowd to the sponsors? There are many different ways this could be structured for different sponsors.

As part of a sponsorship package with the local gym you may agree to hold a number of preseason training sessions there. This gives the gym staff the opportunity to showcase their gym, form relationships and pitch gym membership offers to your players. If done correctly this could be highly conducive to having a good take up from the playing group.

You could also look at this concept from a social perspective. What social activities do your club members want and how can you leverage this into your sponsorship proposals? For the local restaurant you may agree hold a function at their venue, ideally during the week when the restaurant is normally closed. The opportunity for the restaurant to serve a large group of your members when they are normally closed is very attractive as well as a great way for them to promote themselves to your members.

Instead of always having your fundraising events at your club rooms consider your sponsors business premises. For example a car dealership is a unique location for a club to hold a more formal event like a season's launch or cocktail party. It is great for the dealership because it gets a large group of people looking at their vehicles in a "non sales" environment. As one car dealer stated as part of the research for this book "if we have 100 people

looking at our cars for 3 hours as part of a social event we would expect to sell between 3-5 cars to people who attended the night over the next 12 months".

If you can combine activities at sponsors' venues at a time when they are generally quiet this is even more beneficial and very valuable to the sponsor. Another great example is a number of bowls clubs who have arranged to hold monthly movie afternoons at the local cinema. Generally midweek afternoons are very quiet times for cinemas so to have a regular group come in on a monthly basis is very beneficial.

Let's have a quick look at the maths. If we assume your local club brings 50 people to a monthly cinema screening and we assume that each person spends \$15 (some of course will spend more while others will spend less), this means the cinema is making \$750 per session or \$9,000 a year by your club choosing to create a social event at their venue. In this example you would expect the cinema to happily sponsor the club \$1,000 - \$1,500 a year.

The ability to take a large group to your sponsors is a huge benefit, not only because of the direct cash relating to the activity but also because it gives the sponsor the opportunity to build relationships with your audience and showcase their facility, products and services. This is invaluable for the sponsor and gives them a real opportunity to develop relationships with returning customers that will continue long after the initial club event has finished.

The ability to take a large group to your sponsors is a huge benefit because it gives the sponsor the opportunity to build relationships with your audience and showcase their facility, products and services.



## Exclusive Supplier Contracts

A great place to start when looking for sponsors is your suppliers. Every club supplier should be a sponsor of your club. If they aren't, ask "why not?"

The best way to maximise the value of your sponsorship from your suppliers is to maximise the value of your club to them. Clubs are often amazed at how much they spend at their various suppliers, for example:

- Canteen supplies
- Food for meals
- Bar supplies
- Medical
- Cleaning supplies
- Fertilizers and other chemicals for ground maintenance
- Chlorine for swimming pools

Often clubs will seek to find the best retail price for everything they purchase, meaning that a volunteer is running all around town, spending a lot of time but not creating a lot of value.

Many clubs, due to the size of their purchasing, have the opportunity to put out to "tender" their major purchases. For example, a club may work out that they sell 1,000 pies, sausage rolls and pasties a season. If they have a number of bakeries in town they may invite each bakery to submit a price to supply the pies etc. In the information you provide the bakery you would need to include:

- What you want (e.g. the numbers of each different pie, sausage rolls and pasties)
- When they needed to be delivered each week or fortnight

As part of this submission you could also ask if they would be prepared to sponsor your club and at what level.

This concept would be especially valuable for those clubs with large bar, canteen or meal sales. The opportunity to supply your club could potentially be very keenly contested. In return for getting great pricing the club would commit to exclusively purchasing from the supplier for a given range of products and services.

### What is one of Australia's Largest Sponsors Seeking?

One of the biggest sponsors of Australian Sport, Carlton United Breweries (CUB), has major sponsorship partnerships with the AFL, NRL and Cricket Australia. On their website CUB defines the concept of pourage as:

"Pourage refers to an agreement to buy the rights to sell beverage products at a licensed venue / event. Pourage rights usually involve a form of rebate, whereby CUB pays a rate per litre to secure the rights to supply product at the venue / event"

On the same website CUB list a range of other benefits, other than pourage, they seek from their sponsorship partnerships, including:

- media exposure
- signage and advertising
- tickets / hospitality
- the rights to use the sponsor's intellectual property (IP) in CUB marketing
- merchandise / licensing
- product placement

## Naming Rights and Branding

Of course, the most common sponsorship benefit offered by clubs is naming rights or branding opportunities.

A sponsor can purchase the right to have their name attached to any of your club's physical assets, players, teams or programs. Not including those already mentioned, the most common assets for clubs that have naming rights and branding attached to them are:

- Playing facility or venue
- Scoreboards
- Competitions
- Teams
- The players
- Junior development programs
- School holiday programs
- Award nights
- Social events

Signage, branding and sponsor's logos can be put on just about anything and anywhere including:

- Ground or playing arena signage
- Playing uniforms
- Training uniforms
- Casual team attire
- Club merchandise
- Membership cards
- Scorecards
- Fixtures
- Playing equipment
- Letter head
- Safety equipment such as goal post padding
- Vehicles
- Club merchandise and apparel

Sponsorship is a great way for your sponsor to have their brand seen by a large audience and continually

re-enforced. While branding undertaken in isolation often does not create a financial benefit for the sponsor, it is an important part of any marketing strategy to seek to take a consistent message to an audience and re-enforce this message multiple times.

We will look at this idea in further detail in Chapter XX

## Street Signage

Many clubs are located in prime locations within their community and often on very busy roads. While some local councils have very stringent rules relating to advertising and street signage, others are very lenient. If your club is located on a major road or intersection then you may well be able to create a very valuable asset in the form of street signage.

Even if your local council does have strict rules about signage maybe you can still create signage assets by creating pavilion or scoreboard signs.

A really good example of both is the Mornington Football and Mornington Cricket clubs who have made great use of their Main Street location by erecting major signage on both their club rooms and pavilion.

As illustrated in this chapter, clubs have a huge "inventory" of assets that they can use to promote not only a sponsor's brand and message but actually facilitate sales of the sponsor's products and services. The second half of this book itemises different strategies your club can use to create real value for its sponsors.

Sponsors ultimately (whether they are aware of this or not) want to build positive relationships with their community in order to strengthen their business.

While the exposure of the brand and message in traditional ways (e.g. signage around the clubs) is important and helps to support a positive image for the sponsor, we have very little control and often no real way of knowing the value our club creates for our sponsors.

## Creating Direct Value from Your Audience

In addition to the traditional approaches, we can also look to create events and activities that incorporate our sponsors into club activities which can then create significant and measurable value.

Conceptually, where possible, clubs need to be continually thinking about how they can:

- Bring their audience to the sponsor.
- Bring the sponsor to the club's audience.

Bringing your sponsor and audience together face to face or virtually online allows the sponsor to build relationships, gain interest and, in some cases, make sales. Creating opportunities for direct access to your club's audience becomes not only of real value to your sponsor and but can now be more easily measured.

### Bring the Sponsor to Your Club's Audience

The idea is to bring your sponsor directly in front of your members and broader audience. This can be invaluable for businesses as it provides an opportunity to build a relationship with your club's audience in person. By building positive relationships, businesses can 'get ahead of the competition'. As discussed earlier in this book, relationships and trust are a big part of the equation when it comes to influencing behaviour and buying decisions.

Bringing your sponsor to your club's audience can take many different formats. Later in the book we look at different companies and some of their specific potential opportunities. Ensuring the format attracts the right demographic at your club helps to support the success for your sponsor. Your club may even choose to create an event for the sponsor which we discuss in detail later in the book.

A simple example of the concept is the local sports shop. The local sports shop's prime audience is generally people who play sport, often at a grassroots level. This audience is obviously found in abundance at your club.

You can "bring the sports shop to your audience" by including (as part of their sponsorship agreement) that they can bring down equipment and uniform to the club on registration day or at training to sell. By organising a discount for your members they are likely to buy what they need from your sponsor as it is convenient and affordable.

Alternatively you could "take your audience to the sports store" by organising a particular day that members of your club receive a special discount. The store could also potentially organise to have purchases delivered on registration day as this may encourage families buy even more items.





*Bringing your sponsor and audience together face to face or virtually online allows the sponsor to build relationships, gain interest and, in some cases, make sales.*

# CHAPTER

## Creating Events that Showcase Your Sponsors

When looking to create value for sponsors, a great idea is to create events and activities that promote your sponsor's products and services. This is an incredibly valuable opportunity for potential sponsors as it gives them an opportunity to not only sell their products directly to your audience but also build relationships with potential future customers. As we have discussed, these relationships have a big impact when it comes to future decision making and are therefore vital for businesses to build and maintain.

These events and activities can be as large or small as your club would like. They could be big social events or smaller activities at your club days. For example, your club could run promotional activities during registration day or at an important game day.

### Events

As we now know, many members join sports clubs for social reasons and to fulfill their need to feel included and belong. If this is the reason many members join our clubs then to continue to reach our club's goal and objectives it is important that as a club we look to fulfill this need. Many clubs create social events to help build a positive culture at the club and provide opportunities for members to mingle, make friends and create an overall sense of belonging. With the amount of time and effort that goes into creating and running an event it is a great idea to create an event that also helps to fulfill the club's fundraising goals and objectives.



Here are some great examples of events that may create significant value for sponsors while also being fun, social events for members:

The outdoor cinema provides the setting for a perfect social event that requires minimal volunteer resources. There are many companies who will provide all the equipment, movies and run the night for you. All you have to do is sell tickets and provide the food, drink and any other entertainment to go with the night (especially important to entertain the crowd while the sun goes down).

Like other events where a large audience gathers, an outdoor movie night becomes an ideal event to bring your audience and sponsors together in a unique setting.

# Outdoor Cinema Movie Night

*Businesses that could be approached:  
Outdoor Cinema, Food and Drink Sellers*



A fashion show can be a wonderful social event, particularly if connected to a ladies day or even linked to a particular charity organisation. The show could be held in the club rooms which allows the financial outlay to be minimal.

For this event the most important sponsor to begin to coordinate is the clothing store as this will be what the event is centred around. Timing this event for the start of a new fashion season or near other major events, for example the Melbourne Cup or your club's presentation night, is a great way to increase sponsorship value for the clothing store as the audience will be looking to update their wardrobe or to find that striking new outfit.

If members are modelling the clothes, a modelling school may like to attend to give the girls a short lesson on how to nail the runway! This is the school's prime market and allows them to begin to grow relationships with young girls who may be interested in attending their classes.

As well as helping the models to look their very best, makeup artists and hairdressers may like to set up stations where the attendees can also have their hair and makeup touched up during the event. The salons could sell product on the day or handout discount vouchers for members to use when they next visit the salon. This helps to ensure that members will be more likely to choose the sponsor's salon the next time they require their hair and make up done.

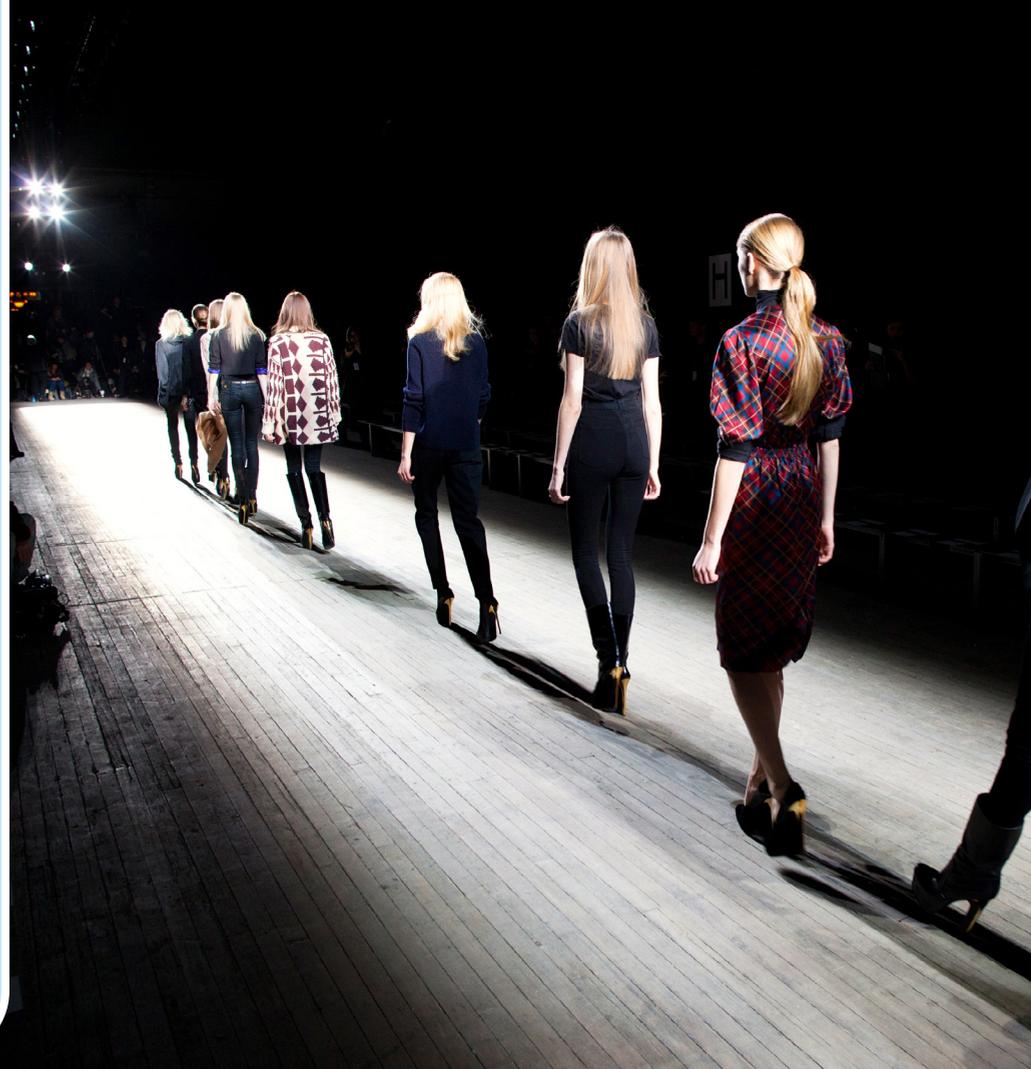
Caterers or Wineries may also like to jump on board to provide food and drinks which showcase their businesses in return for sponsoring the day. The club could advertise over the microphone, on flyers and posters, on social media and in club publications.

The fashion show is an exciting event that members love (particularly the ladies) and is a great way for sponsors to not only build relationships with your audience but to sell their products and services on the day. Experience shows this is particularly successful if clubs serve nice, high quality champagne during the event.

## Fashion Show

*Businesses that could be approached:*

*Clothing Stores, Shoe Stores, Jewellery Stores, Caterers, Wineries, Modelling Schools or Agencies, Make-up Artists, Party Hire.*



A man with a beard and glasses, wearing a dark pinstriped suit, stands in the center of an undertaker's shop. The shop is filled with several caskets, some with white linings and others with dark wood and gold accents. A chandelier hangs from the ceiling. The man is smiling and looking towards the camera.

While this may initially seem like a creepy idea for some, what better place than an undertaker's to create a 'Halloween Social Event'. For a sponsor that may not find it easy to promote their services, this event is a great way to create a positive and fun experience for members within the business itself. This creates the beginning of positive relationships.

Another sponsor your club may like to look at approaching are food and drink sellers to perhaps provide discounted food in return for advertising on the night and around the club. Also costume shops and party suppliers may like to offer special discounts to your club.

## Halloween Costume Party in an Undertaker's

*Businesses that could be approached:*

*Undertakers, Food and Drink Sellers, Costumes Shops, Party Supplies*



## Pre Season Tournament

*Businesses that could be approached:*

*Food Sellers, Sports Shops, Kids' Activities, Cafes, Art and Craft Shops, Physiotherapists, Toy Shops.*

A preseason tournament can help your club achieve a number of objectives. Not only does it provide the opportunity for potential new members to come and try your sport, regular members to reenrol and a fun social day to help build positive club culture but it can also be used to help generate additional value for your sponsors.

Preseason tournaments are great as they are using the match day skills clubs already have. Usually preseason tournaments consist of a 'round-robin' format with shortened versions of your game. If the tournament is then also connected to a 'fun day' or a 'family day' there will also be a reason for the whole family to attend, which in turn creates more value for sponsors.

Your club could offer naming rights for the tournament, for example "The (enter business name)'s Pre-season Tournament" as well as the standard promotions on flyers, the club website, social media and club publications.

The day could then also include the local café selling coffee and businesses selling food. Not only are these businesses making additional income but they are also building relationships with your audience. They may also like to have a special offer for people who attend the day, for example a voucher for the next time the member visits the business's store.

Businesses offering kids' activities would also be very keen to be involved. While one child is playing your club's sport another may not be enrolled. These children may be interested in attending another children's activity. For example, include a play centre as a sponsor who could run some fun activities on the day. This is not only building relationships with the children who are having a great time, but also with the parents who, as a result, have happy and entertained children.

Art and craft shops and toy shops may like to attend to showcase some of their latest products or to run an activity table. This is an engaging way to potentially make additional income and build relationships with parents as again they are being given something to help entertain their children.

Sports equipment retailers may wish to attend to access a large audience during the preseason who may not yet have made their annual sporting purchases for the upcoming season.

The list of businesses you are able to link to this sort of event is endless and really only constrained by your clubs imagination and of course resources.

## Activities at Club Events

While creating events to showcase your club's sponsor increases the financial value for the sponsor, it can also expend considerable volunteer resources.

Another great way to create value for sponsors which is often less time consuming is to allow them to run smaller activities at important game days, registrations days or other club events.

These are valuable opportunities for businesses as the audience is again face to face with the sponsor, building relationships and building the audience's knowledge of the brand.

Here are some ideas of how your sponsor could be incorporated into club events:

### Sports Store

You may like to include in a Sports Store's sponsorship proposal that they are able to set up a table and run a raffle or activity or game at registration day and at the beginning of the season. This immediately takes the store to its target audience and gives them the opportunity to increase sales. The store may choose to run a game with prizes, such as a 'slam dunk competition' or 'handball competition' to build excitement and get members involved.

### Local Dance School

Your club may consider approaching the local dance school to see if they would like to be part of your club's family day. Particularly in male dominated sports often sisters and mums come along to the club and are the perfect audience to be considering dance classes. The school might like to run a free class or show a dance at half time to engage potential new dancers. After this, the school representatives may like to stay at the club answering questions and offering discounted classes.

### Children's Entertainers

Children's entertainers, particularly birthday party companies, are always looking for opportunities to promote their business and services to families. At a club event they have the opportunity to be seen by a large number of local families and may like to do some free balloon twisting or face painting on the day while promoting their services. This is a win-win for both the club (who is engaging their younger members) and the entertainer who is meeting many potential new customers.



## Season Launches and Presentation Nights

Regular club events such as your season launch and annual presentation night can be great functions to showcase your sponsors. Instead of holding these events at your club's rooms which is often the way, consider holding them at a sponsor's venue.

Many sponsors' businesses actually make unique venues for club events. Members often appreciate a change of setting while giving the sponsors the opportunity to showcase their venues, products and services.

While traditional sponsor venues such as pubs and restaurants are commonly used, we have heard many clubs have successfully used car dealerships, wineries, nurseries, art galleries and even barns in farms as great venues for club functions.

Generally, these type of events tend to be more formal which again provides the opportunity to promote sponsors such as clothing and shoe stores and even services such as limousine companies.

*Whether a large* event or smaller activity at an important club day, the ability to access your audience, meet them face to face and provide a positive experience goes a long way in building relationships for businesses with potential customers.

Including this kind of opportunity into your club's sponsorship proposal can be a major benefit and selling point.

It also displays to the business that you have truly considered the needs of their company and how the sponsorship agreement can be of financial value to them.

# CHAPTER

## SEGMENTS OF YOUR CLUB'S AUDIENCE

Now that we have defined your club's potential audience and how far your sponsor's messaging can reach, it is a great idea to consider the different groups within your audience. Each group has the potential to create value differently for different sponsors. Let's look at the wide variety of assets your club has to offer sponsors.

### Identifying Different Groups Within Your Audience

The most obvious breakdown of groups within an audience is into age groups, potentially juniors, teenagers, adults and older members. Each of these groups are at different stages in their lives and therefore have different needs and create different value for a sponsor.

For example, if you had a sponsor who offered driving lessons to the young adults, your club would promote the actual driving lessons but to the more elderly members with grandkids you would promote giving driving lesson vouchers to their children and grandchildren as gifts. Same sponsor but completely different message based on the type of audience within your club.

Let's look at the different groups who may make up your club audience using some of businesses not traditionally linked to sports clubs sponsorship can be highlighted to your audience via your clubs junior groups:

## Junior Members

When considering junior members we are generally referring to children. When thinking about creating sponsorship value from juniors it is important to take into account their parents as they are generally who will provide the financial value.

When it comes to children, there are lots of ways to create value. Often, the most effective is to have an event where your sponsor is face to face with the kids and provides a fun and exciting experience. If the children are occupied and have fun, parents will take note of what it is the sponsor is promoting. Children are also very good at saying what they want. If they have been “won over” they will not hesitate to support the sponsor (think McDonalds Happy Meals).

### *Stationary Shop*

When beginning the school year, children need to buy books and sometimes these days, ipad accessories. Offering your members a book delivery service can be an attractive opportunity for parents. This would involve on game day parents bringing their ‘school booklist’ along. A representative from the store could then take these lists, fill them and deliver the stationary to the club, whether this be at the next game day, next training session or even later that day. This not only ensures more income for the company but also builds a wonderful relationship as this shop has done the parents ‘a favour’ and ticked another thing off the long “to do” list to prepare for the school year.

The concept of undertaking everyday tasks and chores such as getting the school book list filled while undertaking club activities can be applied to a whole range of sponsors for all age groups. Imagine, for instance, if you could get your car serviced while you were at the club enjoying yourself.

### *Art and Craft Shop*

An arts and crafts shop could be included in any club event, particularly under the guise of a family day. The shop could have a table set up with an interesting craft, painting or drawing activity where the children can take something home. This would then engage the children and allow the sponsor to promote other goods, services or classes to the children and parents.

This could also include an offer of a discount if they book in on the day or referencing your club when booking. The key to creating value for sponsors at these types of activities is to ensure they have a “call to action” at the event.

### *Costume Shop*

Your club could look to create an event sponsored by a costume shop. This could be a social function or special game day that your club could theme. For example a 1980’s week or heroes and villains social party. The costume shop could visit the club in the lead up to the event offering the opportunity to try on costumes and hire them at a reduced rate.

This would save families a lot of time and the hassle of finding a costume. Not only does this create increased income for the shop, but it is also reminds people how much fun costume parties are so that hopefully more club members will hold them throughout the year.

## Teenagers

While some teenagers may require their parents to provide the financial benefit most will have part time jobs and their own income.

Teenagers are heading towards a new and exciting chapter of their lives where they will need a large number of services they have never used before. This can be overwhelming for the teenager but a tremendous opportunity for the right sponsors.

Teenagers becoming young adults will for the first time be doing things such as:

- Learning to drive
- Buying, insuring and maintaining a car
- Getting a full time job or going to university
- Starting to travel without their parents
- Tax returns
- The list goes on and on

With all of these upcoming changes and decisions to make, forming relationships with this age group is a huge opportunity for sponsors.

Let's look at a few businesses you may wish to consider if you have groups of teenagers within your club.

### *Driving School*

Generally teenagers will have professional driving lessons when they first start to drive and then just before they sit their driving test.

Organising for a driving instructor to do a short presentation at your club at the beginning of the season will likely see them form relationships with the teenagers that will convert into driving lessons. If the driving school is good quality, the power of word of mouth throughout the club should see just about every teenager use that driving school.

Don't forget to promote vouchers and discounts so other members of your audience can buy the driving lessons as gifts.

If the average driving lesson is \$50 and your club has 10 teenagers about to start driving, let's assume each will take 7 lessons over the course of learning to drive, that is \$3,500 in lesson fees. Now consider that these kids are likely to have at least 2-5 friends all looking for a trusted driving school.

Year on year the driving school could make significant revenues from having direct access to your club and its constant stream of teenagers ready to learn to drive.

### *Car Dealership*

For many teenagers, buying their first car is an intimidating event. If your club forms a relationship with local car dealers this can be of great value for all concerned.

Your club may look to hold an event at the car dealership or allow them to bring cars to showcase at club events. Even unique ways to incorporate the sponsor into club activities such as having pre-season training runs that stop half way or end at the car dealer. While there the dealer can give a talk about the traps of car-buying for young buyers.

The more the teenagers get to build a relationship with the car dealer, the more likely they are to buy cars from them, not just once but on an ongoing basis.

### *Accountant / Financial Adviser*

As these young people are generally beginning their first job, their knowledge of money, tax, saving and super is usually minimal. While some teenagers will automatically start to use their parents' accountants and financial advisers many will have no idea where to turn.

Like in the car dealer example above, if you can incorporate introducing the local accountant into your club activities for teenagers this will create tremendous value for the accountant/financial adviser over the long term.

Like always, if we assume the accountant/financial planner offers



*Each group has the potential to create value differently for different sponsors.*

## Adults

Adults are usually the decision makers of the household and therefore looking for sponsors that sell products they already need is a great way to create a positive outcome for both the audience and sponsor. A really effective sponsorship will create a real benefit for your audience, whether this is a financial discount or a saving of time.

Here are some great ideas aimed towards the adults of your audience:

### *Whitegoods/Electronics Store*

Traditionally these larger bulk white goods / electronic stores generally do not provide cash sponsorship to clubs but what they will do is facilitate a “members’ night.”

Clubs, or even better still a group of clubs, will promote the members night to their audience. On the members night, generally held for 2-4 hours at a time the shop is generally closed, the retailer will offer very attractive discounts to encourage the members to purchase.

Clubs promote the night and get as many people as they can to events, which is why it is great to combine with other clubs to make it a huge event for the retailer. The bigger the event, the more likely they are to offer discounts and benefits. As people make purchases they simply tell the cashier which club they are from and at the end of the event your club will receive a percentage of the purchases made by your members and supporters.

These types of members’ nights, if promoted early and well enough, can create significant sales as your audience will hold back purchases knowing they will get a great deal at the members night. If you are able to hold the event leading into Christmas then it will be a great way for your audience to do a lot of their Christmas shopping while at the same time your club getting a significant financial benefit.

### *Hardware Store*

This same “members” night can also be applied to any shop so think about your audience and what they purchase. If you have a large base of tradespeople within your club then running a similar night at the local hardware store has the potential to create massive revenues.

The important points to remember are that you need to get a lot of people to the event to make it worthwhile for the retailer to open, which is why hosting the event with a lot of local clubs is a great idea. You also need to promote it heavily and with a lot of lead time. Tradies are likely to take the opportunity to replace tools and equipment if they know they are going to be offered significant discounts.

### *Fruit and Vegetable Shop*

The Local green grocery has a great opportunity to not only build a relationship with potential customers but to actually sell products. A great approach for these stores is to provide an order and delivery service on game day or at training. For example, members and spectators would fill in an order form with their weekly fruit and vegetable needs. The green grocer would then send a staff member to pick up and then fill the orders. These could then be delivered back on the same day at a set time, or at training during the week. This is a very popular idea as it saves people time and energy while also creating considerable income for the club’s sponsor.

Any time club members are able to undertake daily chores while they are at your club is a great service and likely to be taken up if promoted well.

## Older Members

Older members create a number of different opportunities for sponsors as they not only look for activities for themselves but often for their children and, in many cases, their grandchildren.

Here are some great opportunities for sponsors, specific to older members:

### *Tradesperson*

Often older members may require some help with home maintenance or trade related repairs. Organising for one tradesperson to be the “go to person” for any problems around the home can build serious revenue for the tradesperson and also builds a loyal group of clientele who may also then pass on their details to other people outside the club. When suggested by members of the club, this acts as an endorsement to the new listener and as we know this is powerful when it comes to this new listener making a decision.

### *Children's Activities*

Any event that the club runs that includes a child friendly activity, for example an arts and craft activity, jumping castles, games or children's clothing, gives parents and grandparents an opportunity to provide a fun experience for their children and grandchildren. It may also give them the opportunity to buy a present for them which grandparents in particular love to do! This is a particularly good idea to consider leaving up to Christmas.

### *Travel Agent*

With many older members retired, often this age group is looking to travel and explore. A travel agent is an ideal sponsor of clubs with large groups of older participants.

A great example we heard about is from a bowls club in a mid-sized country town where, once a quarter, the travel agent put on a morning tea for club members and

their friends. At the morning tea, the travel agent would show videos and host discussions about the latest travel destinations and tours. The members loved the sessions as they were very social and they were really interested in the topic and the travel agent really loved the club sessions and when we dig into the figures it wasn't hard to work out why:

At each of the four sessions they did at the club they had about 100 people in attendance. Not all in attendance were members or participants of the club, many were friends and associates who just can for a great social event.

On average the travel agent would sell 10 trips after every session. That's 10 trips, worth let's assume \$10,000, 4 times a year. That means the travel agent was selling \$400,000 worth of trips. On average the commission for each trip is 25% so they are making about \$100,000 (before costs) simply by holding four morning teas a year at the country bowls club.

Now the members are coming back to the sessions to book their following year's travel. So all that travel agent needs to do is continues to offer great products and services to club members and the relationships they have created through the bowls club will create tremendous financial return, year on year.

## Groups can be Based on Gender Also

There are lots of ways of grouping your audience other than by age. It is also important to look at the different opportunities the different genders within your club present. While many sponsors have products and services for both men and women, some sponsors target one particular gender only.

Let's look at some potentially gender specific sponsorship ideas.

### Women

There are some parts of women's shopping that most men are happy to not be a part of. For example, clothing, hair products, make up and shoes. Here are some great examples that could be focused towards your club's female audience.

#### *Shopping Tour*

A shopping tour can be a great ladies outing, particularly in the lead up to Christmas. Much of this can be externally organised but it involves the shops providing discounts for your tour and a percentage of sales back to the club. There is also generally a bus organised and tickets sold. This kind of event can help create significant income for your club while also providing your members with a great day out and lots of bargains!

Again, it could be great to link this event to Christmas.

#### *Fashion Show*

A fashion show creates a wonderful opportunity for clothing shops, makeup artists and hair dressers to all come down to the club, meet the members and put on a show. Club members could even be the fashion show models, further enhancing the social and entertainment experience.

Participating retailers could then sell their products after

the fashion show or offer discounts, free samples or trials to encourage the audience to visit their shop after the event.

It is a great way for these types of sponsors to build relationships while creating a social and fun activity for members which could easily be turned into an annual event, especially if linked to a date people can associate with the event such as Mother's Day or Breast Cancer Awareness Week.

A great tip here is that the fashion show should be accompanied by a meal and champagne as this will help encourage sales on the day.

### Men

Men also have certain activities, pursuits and hobbies. Tapping into these activities in a creative way can provide real value for your sponsor. Here are some great examples that are often focused towards your club's male audience.

#### *Fishing/Camping Shop*

Towards the end of the season, as weekends are becoming free from commitments, it is a great time to advertise this kind of sponsor. Inviting the shop down to the club on event days or game days will allow them to not only build relationships with your members but also encourage people to begin to think about planning a trip away. The store may like to run a fun competition to get more people involved, for example a race to put up a tent. This could even become a feature at half time on the ground.

## Different Towns

It is also important to consider the type of town or suburb your club is located in. Is it a transient town or have the locals been in the town for generations? Are there new young families in a growing suburb or is it a well-established community? These questions are good to keep in mind when approaching potential sponsors.

For example, in a transient town, often new residents don't have a regular providers of core services such as:

- Health providers such as doctors, dentists, physiotherapists etc
- Accountants, insurance brokers and financial advisers
- Mechanics

As local sports clubs are often the first place new residents go to form relationships and seek to become part of the community, their local sports clubs has a tremendous opportunity link them into these core services.



## Start of the Season

It is important to consider what your audience needs and when.

It is one thing to have the local sports store as a sponsor and promote it to your members, but it creates a whole new level of value when the sports store is able to come to your club with the latest range of equipment and apparel. There are lots of sponsors that would get significant value by attending your club and offering products and services directly to players. For example:

- Dentists – offering mouth guard fittings, particularly at junior clubs
- Insurance agents – talking about income protection, particularly at senior clubs playing contact sports
- Sports shop – especially if they are selling boots, uniforms and the latest equipment

## End of Season

Again, like the start of the season, there are many sponsors who offer products and services that are generally sought after at the end of the season. For many clubs, presentation nights are becoming formal, dress up events which gives clubs the opportunity to promote:

- Clothing and shoe retailers
- Hairdressers
- Limousine companies

As you can see, once you break your larger club audience into small groups it becomes relatively easy to identify what products and services each group generally consumes. It then becomes relatively easy to identify those businesses, within your community, that sell these products and services so now you should be able to create a sponsorship proposal for each business that seeks to create real financial value. If your club is creating real financial value for the sponsor, there is no reason they won't sponsor your club.

# CHAPTER

## Not All Sponsors are Created Equally

It is inevitable when clubs start receiving money to promote businesses and their products that at some stage they will be faced with an ethical dilemma about the suitability of certain partnerships.

While it is illegal to accept advertising or sponsorship money to promote tobacco products, many other products are not so clear cut. How will your club respond if approached by an online gambling company, liquor company or fast food company to promote their products? While not illegal, there is significant evidence that the products of these types of companies have the potential to create real social issues.

These are the ethical decisions being faced by sports clubs today. A 2012 study funded by Vic Health and conducted by The Centre for Sport and Social Impact at La Trobe University titled “Alcohol and junk food advertising and promotion through sport” found that:

*“Nearly half of all junk food (45.7%) and alcohol advertisements (49.5%) broadcast during July 2010 and January 2011 were shown during sports broadcasts. This is despite the fact that sports broadcasts made up just 29% of programming during these periods.”*

While marketers of these products have clearly understood the power of linking their products to professional sport, there is now a movement towards harnessing the potential of grass roots, community sports clubs.

Beer producer James Boags has certainly made the jump into community sport. In this instance, one product proudly claims on their website to have contributed “more than \$3 million in sponsorship to local senior footy clubs in Victoria.....and supporting 100’s of footy clubs across Victoria.”

We can assume that it won’t be long before online gambling sites seek to market their products and services through community sports clubs. So when your club is approached to promote these products what will your position be?

Many factors will come into play when deciding whether to accept a sponsorship. The most important consideration for clubs is the values of the club and whether accepting a certain sponsorship is consistent with them. It is important to realise that in some cases the “end does not justify the means”. By this we mean that if accepting a sponsorship goes against the core values and beliefs of your club then your club should not proceed with the sponsorship regardless of the benefit the funds will create for your club.

A significant component of [www.sportscommunity.com.au](http://www.sportscommunity.com.au) is the fundraising section where we have nearly 100 different fundraising concepts and procedures. A significant number of these fundraising concepts revolve around a form of gambling or games of chance including club favourites such as 'Calcutta sweep stakes', 'guess the winning/loosing margin', 'joker poker', 'ipod shuffle', 'bingo' and of course raffles just to name a few.

When establishing Sports Community we made a philosophical decision that we would not partner with online gambling sites. We did however agree to promote a company who works with clubs to run poker and casino nights as club fund raisers. We initially advertised this popular and traditional club fundraiser via a listing in our supplier directory and a banner ad on a number of webpages. The feedback we received was strong and passionate with many people stating they refused to use [www.sportscommunity.com.au](http://www.sportscommunity.com.au) until we disassociated with the company.

Although we strongly disagreed with the feedback, we took the advertising off the website as we didn't want to be perceived to be associated with a company our users deemed unacceptable.

## The Adult Sex Industry and Sport

An example of sponsorship creating a lot more problems than it is worth was reported on the [www.dailymail.co.uk](http://www.dailymail.co.uk) website in October 2014. The University of Kent Football team initially joked online that they were sponsored by the world's third biggest porn site [www.pornhub.com](http://www.pornhub.com). The porn site heard about this and contacted the students and offered to become their sponsor for real, providing playing shirts, shorts and socks, branded with the [www.pornhub.com](http://www.pornhub.com) logo as well a cash component.

Of course the students took up the offer before it was banned as "totally inappropriate" by the University. Conversely in the Daily Mail article the club stated "the decision was made by people that are out of touch with what's socially acceptable."

Of course viewing adult pornography is not illegal but would your club have accepted the sponsorship?

Another example closer to home was reported on the Herald Sun website where a local football team located in a beach side suburb of Melbourne entered into a naming rights sponsorship agreement with a local brothel. The club reversed its decision after coming under pressure from both the local league and AFL Victoria with the league CEO stating "it doesn't fit well with our philosophy of showing respect towards women."

The sponsorship created a huge amount of commentary, especially with women's support groups at the time which the Herald Sun described as "reacting with fury."

Again, being sponsored by a brothel is not illegal but would your club do the deal?

A story told by an attendee of one of our training sessions told of a suburban AFL club who secured a significant five year sponsorship with a local mortgage broker. While the partnership was documented there was no mention of exclusivity.

The sponsorship went well for the first two years until the club received a grant from a local community bank.

Unfortunately the mortgage broker, who was now the club's major sponsor, was not linked to the community bank so when he saw the club promoting a major competitor on social media he immediately withdrew the remaining three years of sponsorship with the club.



## To Be Exclusive or Not To Be Exclusive

Ethical sponsorship dilemmas can be created regardless of the sponsor type. Imagine your club is sponsored by one of the local real estate agents. What if your club is approached by another real estate agent in town? Do you accept the sponsorship of the rival real estate agent or do you have an obligation to only accept one sponsor from each business type?

Continuing on the real estate agent theme, what if you have had a long term partnership with a local real estate agent and one of their competitors offers to sponsor the club at a level that is say, 4 or 5 times higher? Do you stay with the real estate agent who has supported you loyally over the journey or take the higher amounts of cash on offer by their competitor? Or, do you try to have them both as sponsors and get the best of both worlds?

These are decisions for your club to consider, but the easiest way to deal with them is through complete and honest disclosure as sponsors become partners of your club. You may decide that you will only have one of each business type as a sponsor at your club or alternatively

you may decide that if a sponsor takes out a lower level sponsorship then this does not provide them with exclusive sponsorship for that business type. As the value of the sponsorship increases, you may decide that it is worthwhile giving exclusivity to the sponsor and committing to not accepting any other sponsorship's from their local competitors.

In this circumstance the challenge occurs when you have two of the same type of sponsors on a non exclusive basis and then one wants to become the exclusive sponsor of the club. How would your club deal with this situation?

One other point to remember when considering these very complex decisions is to make sure that you look ahead more than one year. Many clubs will make a decision based on what creates the best outcome for this year but often this is to the detriment of the club in the long term. Often clubs sacrifice long term partnerships for the enticement of quick cash. Don't fall into this trap.



# CHAPTER

## SUPPORTING YOUR SPONSORS

In order to affect behaviour, individuals need to be exposed to a message multiple times and often across different mediums. In marketing this is referred to as 'Effective Frequency'. There are many marketing studies that discuss how many times a message needs to be communicated, with differing opinions (Bennett, 2014). Some suggest three times while others even suggest up to 20, although all agree that repetition is considered necessary (Bennett, 2014).

Armed with this information it becomes clear that there may be more beneficial sponsorship arrangements than the branding opportunities often contained within the traditional "Gold, Silver and Bronze" branding packages.

In order to influence behaviour of your club participants and create real value for the sponsor, i.e. use their products and services, clubs need to create a strategy that includes consistent promotion, communication

and marketing that re-enforces the sponsor and the opportunity they present to the members. Simply telling members once to use a certain sponsor will not create sustainable value for that sponsor.

Clubs should put together a marketing strategy for their sponsors. This will not only maximise the value of the club to the potential sponsor but also demonstrates that it is important to the club that your sponsors benefit from their sponsorship with the club.

Your sponsorship marketing strategy would include:

- What is the message to be received by the members?
- What and how will sponsor branding be displayed around the club?
- How often will the message will be communicated?
- Where and when will this message will be communicated?
- What information does the sponsor need to supply?
- Who will be responsible for activating the message and by when?

### Working Together with Our Sponsors

It's a great idea for clubs to try to help educate sponsors, where necessary, about how to best use their opportunity with your club's audience. They may not realise that just having branding and logos visible is generally not enough to change the behaviour of your members.

For example, if a member on your website sees a sponsor's logo, they are unlikely to leave your site simply because of it. The same happens in real life. We need to create reasons for members to use the sponsors and triggers to continually remind them about your clubs sponsors.

#### The Message

Traditionally we tell members (and hopefully our broader audience) who our sponsors are through announcements, our website, social media and signage and hope they make the choice to use them. Many club websites, social media pages and email newsletters include sponsor logos or links to webpages, but with one important element missing.

*There are no calls to action.*

## Having Trouble Attracting Sponsors?

Learn how to attract and retain sponsors to your club

**Register here**

**webinar series**  
**“Raising Funds”**  
starting 13<sup>th</sup> April



### Calls to Action

A call to action (CTA) is an instruction that is designed to promote an immediate response from the audience. Examples include; “call now”, “enter now” or “click here”. In marketing, an advertisement without a ‘call to action’ is often seen as less effective and incomplete.

Visitors to your club website and social media pages will usually be online for a reason. This may include checking a fixture, looking to join your club or looking for other information on the website. Seeing a logo of a sponsor is not usually enough for a visitor to take action. If the logo also has a CTA, such as “click here to buy one get one free”, this may then be enough to encourage a visitor to look into the sponsor further.

In order for this call to action to be effective there are a number of factors to consider :

- Ensure the CTA is easy to see and eye catching – This includes leaving enough space around the button or link so that it doesn’t feel overcrowded and also contrasting enough to be noticed. The CTA should also be large enough to catch the eye of the audience.
- Ensure that your call to action is clear and concise – The CTA should clearly tell the audience what to do and use actionable verbs to encourage behaviour from your audience (Soskey, 2014) . It should also allow the audience to know exactly what they are getting when they click the link. For example “click the button below for your free trial”.
- Encourage the audience to act immediately – For example, “This offer may not last long” or “limited time only”.
- Use statements that reduce risk that give the audience confidence (Aragon, 2014) – for example “free trial” or “no obligation”
- It is also a good idea to suggest to the sponsor that they have a specific landing page on their website to direct the audience through to and not simply the home (Soskey, 2014). If the audience is taken through to a general page of the website they often feel it is too much effort to continue any further.

### Calls to Action for Special Offers

The final point and a very relevant point for our clubs, is that the call to action should be benefits orientated (Aragon, 2014). In order for our members to engage with our sponsors they need to feel there is a benefit for them. This may be in the form of a discount or buy one get one free or free trial. The offer doesn’t necessarily need to be for a financial benefit but something that compels the audience to believe the offer will be beneficial to them.

We will review CTA in more detail in the next chapter when we look at how we can maximise the value our club website, email newsletter and social media creates for our sponsors.



## At Sports Community We Work With the Rule of 5

We feel that real value begins to be created when you put the CTA of your sponsor in front of the same person at least five times. This can be across different mediums and in different formats.

*For example,* if your sponsor was a car dealership you could:

1. Hold your season launch at the car dealership.
2. Allow the dealership to bring cars to show at your events.
3. Include them on your club's social media, website and email newsletter when the dealership is running sales or promotions.
4. Give the dealer naming rights to an event or program so they have the opportunity to attend the activity present trophies and awards and say a few words.
5. Place branding around the club which could include an hour glass type sign which is updated every time a member buys a car from the dealer.

Clearly there are unlimited ways to promote your sponsor's message to your members. So the more unique and memorable, the bigger the impact and greater the value to the sponsor.

Often sponsors simply want to see their branding around your club but to create real financial value we need to have a strong "call to action" and then continually re-enforce the message to club members.

# CHAPTER

# 10

## Creating Value from Websites, Email Newsletters and Social Media

Club websites, email newsletters and social media pages are all incredibly powerful assets when considering the value your club can offer to potential and current sponsors. They are also incredibly important mediums for communication your sponsors message and call to action. What is Sponsorship?

*In a recent* training session representatives from one local bowls club told the story of how the committee was considering dropping their club website because “nobody was using it”, or so they thought. Much debate ensued and finally it was agreed, prior to making a final decision, to find out how many people were actually using the site.

The club asked their website manager to find out the visitor traffic (which they did by looking at Google analytics which we will discuss a little later) and for the previous nine months, to their absolute surprise, they had had over 49,000 page visits.

It's fair to say the bowls club not only retained their website but are now using this amazing asset to maximise the value for their sponsors.

## Club Websites

The websites of many local sports clubs have absolutely massive audiences and most clubs don't even know it. Clubs have a huge amount of information that their audience is constantly seeking, driving them to the clubs website time and time again, especially during the season, including:

- Team selections
- Fixtures and competition locations
- Competition reports and summaries
- Scores, results and ladders
- Information about past and upcoming social events
- Club history
- How people can become involved in the club

For many clubs, potentially their biggest sponsorship asset they have to offer is actually the traffic to their website.

The key determinate in valuing sponsorship is your club's ability to influence the behaviour of its audience, or putting it from a sponsor's perspective, your club's ability to promote and sell their products and services.

Let's look at the wide variety of assets your club has to offer sponsors.

## Websites and Email Newsletters can Create Huge Value for Sponsors

Many clubs promote their sponsors on their websites but unfortunately this promotion only takes the form of a logo. In reality, this only reminds the audience of the sponsor but is unlikely to encourage visitors to click on the logo to be taken to the sponsor's website.

Visitors to your club's website are there to find our specific information about your club. They are rarely on your website seeking information about club sponsors and what they have to offer. Therefore if your website visitors are going to stop what they are doing and go to a sponsor's website we have to give them a really good reason to do so.

## Learning From the Best

Many of the world's most successful websites, including major news websites such as [www.news.com.au](http://www.news.com.au) ; [www.ninmsn.com.au](http://www.ninmsn.com.au); [www.yahoo.com.au](http://www.yahoo.com.au) have massive audiences which advertisers pay a lot of money to access.

We can learn a lot from how advertisers seek to entice the audience from the news website to their own. If we look at the sequence of Telstra ads appearing on the [www.news.com.au](http://www.news.com.au) site you will see how they capture your attention with an offer and then seek to entice you to the Telstra website to "Find our more".

## Capturing the Reader's Attention

As you can see, these Telstra advertisements do this by asking an obvious question, "Want free calls? Who doesn't right?"



WANT FREE CALLS TO TELSTRA MOBILES?  
AND FREE TEXT TO ANY MOBILE NETWORK?



National | World | Lifestyle | Travel | Entertainment | Technology | Finance | Sport | Video



### Jail for animal cruelty fetish vids



An Australian is understood to be behind a series of cruel videos where puppies, rabbits and snakes were butchered by scantily clad women. WARNING: graphic

content.  
[MORE ASIA NEWS](#)

### It's going to be a hot summer

Sydney

Change city



14°C - 20°C  
TODAY



11°C - 23°C  
TOMORROW

[7 DAY FORECAST](#) | [RAIN RADAR](#) | [SATELLITE MAP](#)

WANT FREE CALLS TO  
TELSTRA MOBILES?  
AND FREE TEXT TO ANY

AND WANT DOUBLE DATA?

Limited time only



### Jail for animal cruelty fetish vids



An Australian is understood to be behind a series of cruel videos where puppies, rabbits and snakes were butchered by scantily clad women. WARNING: graphic content.

[MORE ASIA NEWS](#)

### Sydney

Change city



14°C - 20°C  
TODAY



11°C - 23°C  
TOMORROW

[7 DAY FORECAST](#) | [RAIN RADAR](#) | [SATELLITE MAP](#)

Not interested in free calls, how about free data?

### ing to be a hot summer

HEATWAVES, bushfires and not a

AND WANT DOUBLE DATA?

SWITCH TO TELSTRA PRE-PAID FREEDOM

On Australia's best mobile network.

Recharge \$30 and get free calls to standard Telstra mobiles & free texts to standard Australian numbers all to use in Australia in 28 days.

[Find out more](#)



IT'S HOW WE CONNECT



### When being in prison is 'a relief'



BEATINGS, self-harm, anxiety and depression. That's the reality of life for these people, who describe it as a 'hell' that nobody gets to see. Until now.

[MORE MIND NEWS](#)

### Sydney

Change city



14°C - 20°C  
TODAY



11°C - 23°C  
TOMORROW

[7 DAY FORECAST](#) | [RAIN RADAR](#) | [SATELLITE MAP](#)

Now the call to action – Click here to find out more.

### ing to be a hot summer

HEATWAVES, bushfires and not a lot of rain. The latest covers

SWITCH TO TELSTRA PRE-PAID FREEDOM

## Other Great Examples of Calls To Action



Seeing a logo of a sponsor is not usually enough for a visitor to take action. If the logo also has an offer followed by a call to action, such as 'buy one get one free' and a button that says 'click here', this then may be enough to encourage a visitor to look into it further.



In today's modern world, converting a sponsor provided logo into a call to action is easy using free online design tools such as [www.picmonkey.com](http://www.picmonkey.com) or [www.canva.com](http://www.canva.com).

## Take the Time to Educate Club Sponsors

It's a good idea for clubs to educate sponsors on how to best use the opportunity with their club's audience. Often sponsors don't realise the immense opportunity you are presenting them and just having branding and logos will not maximise the financial value you can create them.

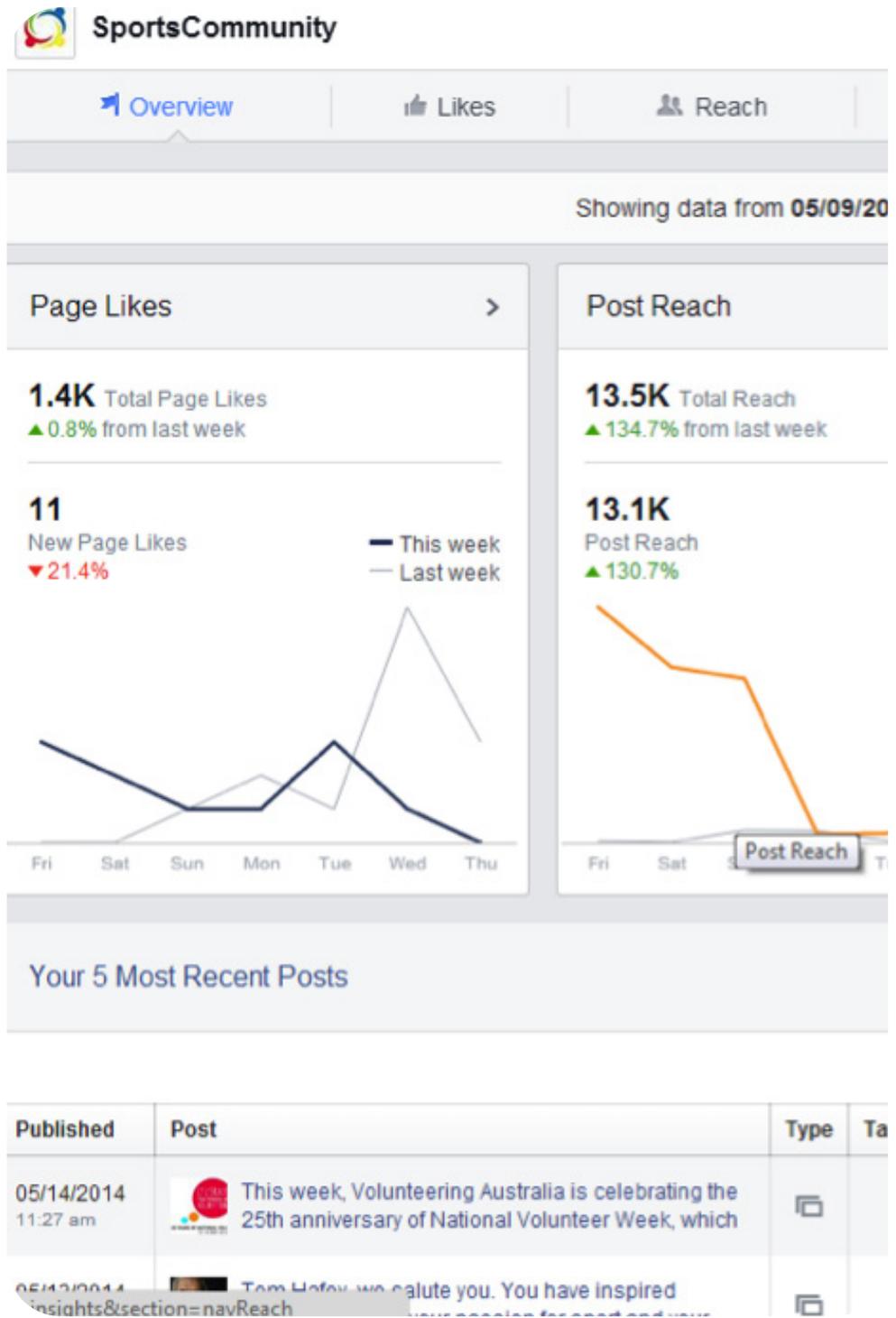
By supporting sponsors to create the maximum financial value from your club's sponsorship, it helps to build long term partnerships that are mutually beneficial.

## Measuring Your Impact

One of the brilliant benefits of using digital and social media is that you can clearly identify the traffic you are providing to the sponsor. Whether it be from your club website, your email newsletters or your social media you can easily measure the traffic being generated to the sponsor by looking at the underlying analytics.

## Website Analytics

It is very easy to provide sponsors with information about the amount of people who are clicking through to their website from your club's website. This is referred to as 'click through rates' (CTR). We can find out the amount of 'click throughs' from an advertisement on your club website to their website or social media using free online products such as Google Analytics or Adsense. These services provide detailed data as to who is clicking on the advertisements and how successful the advert has been in generating 'click through' traffic to the sponsor's website.





Join Sports Community on...



# SPORTS COMMUNITY NEWSLETTER

FUNDRAISING GRANTS CLUB ADMIN RESOURCES SUPPLIERS MULTIMEDIA SCBLOG TRAINING

Click to share on facebook or twitter!



## Latest Grant Information

Click on each grant for more information.

### New/Re-opened Grants

- [Interface Growth Fund \(IGF\) 2015-16](#)
- [Holden Home Ground Advantage](#)
- [CSRFF Forward planning grants \(WA\)](#)
- [CSRFF annual grants \(WA\) Community and Philanthropy Partnerships Week](#)
- [VicHealth Innovation Challenge: Physical Activity \(VIC\)](#)

### Recent Grants

- [WorkSafe Victoria Club Safety Fund](#)
- [FRRR Grants for Resilience & Wellness \(GR&W\)](#)
- [TAS: TIS Coaching Development Program](#)
- [City of Monash – Get Active Grants](#)
- [Coles – Local Community Initiatives](#)
- [Wyong Shire Council – Sponsorship Funding](#)
- [TAS: TIS Individual Support Program](#)
- [2015 Inclusive Participation Funding Program - ACT](#)
- [CommBank Cricket Club Sponsorship](#)
- [Australian Sports Foundation - Sport Incentive Program](#)
- [Tennis Australia Facility Loan Scheme](#)
- [Local Sporting Champions - Australia Wide](#)
- [Community Infrastructure Fund - Vic](#)
- [Significant Sporting Events Program - VIC](#)
- [Emergency sporting and recreational equipment - Vic](#)
- [Cricket Victoria Junior Female Development Grant](#)

For more grants visit our website at [www.sportscommunity.com.au](http://www.sportscommunity.com.au)



Learn online now!

### In This Issue

- Latest Grant Information
- Sports Community Online Training - Show me the money - Fundraising for clubs
- NEW - Strategic Planning
- Sports Community Podcasts
- Online Training Courses are here to Help Improve your Club

### Choice Hotels - Choice Sports Program for Sports Clubs



Register your club for the Choice Hotels - Choice Sports Program and immediately have your club earning easy money, all the while saving money on your member's accommodation!

Signing your club up not only allows you and your club's members to receive a 15% discount on accommodation, but each time they book with Choice Hotels, a 7% commission goes directly back to your club!

#### Register your club here

Or use our Choice Sports Code of 00232890 which will give you a 15% discount on accommodation!

## Email Newsletter

Many clubs have, or are starting to introduce email newsletters for a very good reason. Email newsletters are an extraordinarily easy way to build or maintain relationships with your club's audience and people who want to engage with your club.

Email newsletters are a great way of providing information to your audience that they want and are often actively seeking such as:

- Team selections
- Fixtures and competition locations
- Competition reports and summary
- Scores, results and ladders
- Information about recent and upcoming social events

Clubs are already providing much of this information, either on social media or their website so it can usually be summarised very easily and quickly into an email that people want to receive and will spend time reading.

The very high readership of club email newsletters makes it a great way to promote club sponsors. As with your club's website it is important to make the advertisement a call to action rather than a static logo.

## Email Newsletter Services

We strongly recommend that your club use an email newsletter application. Your membership platform may have this functionality but if not there are many great email platforms such as [www.mailchimp.com](http://www.mailchimp.com), [www.campaignmonitor.com](http://www.campaignmonitor.com) or [www.aweber.com](http://www.aweber.com).

Using an email platform has major advantages over simply sending an email from your email account including:

- easy to use email newsletter templates
- functionality which allows you to continually capture subscribers from your website, membership database and social media
- automatically manage who no longer want to receive your newsletters
- strong reporting and analytics information

## Top locations by opens

 Australia	4,657 83.8%
 USA	753 13.5%
 Japan	112 2.0%
 Singapore	7 0.1%
 United Kingdom	7 0.1%



## Email Newsletter Analytics

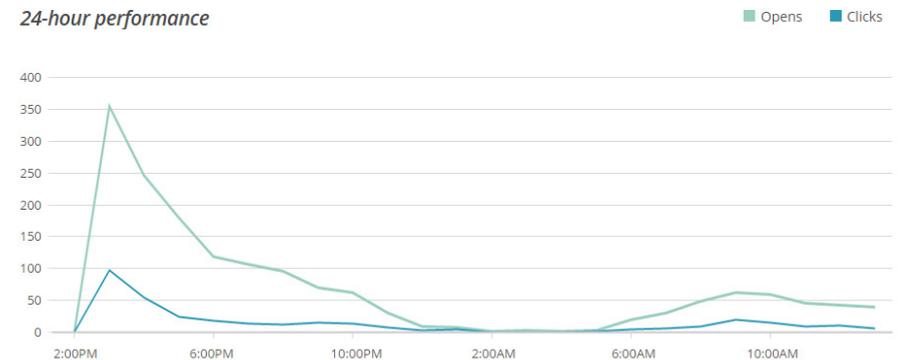
Email newsletters analytics identify exactly how many people are clicking on an advertisement or story which links through to a website. Not only that, it can actually identify who these people are. This information is invaluable when proving to sponsors the actual activity and interest generated by your clubs newsletter.

*Sports Community* uses [www.mailchimp.com](http://www.mailchimp.com) as its email newsletter provider because of its functionality and good quality analytics.

To help clubs and volunteers who have never used MailChimp before we have created a very easy to follow tutorial which is a step by step guide on how to use MailChimp to create amazing newsletters for your club.

If you want to learn how to create great email newsletters, check it out at: <http://sportscommunity.com.au/course/the-email-newsletter/>

## 24-hour performance



## Top links clicked

<a href="http://grantsandfunding.com.au/grants/vichealth-active-club-grants/">http://grantsandfunding.com.au/grants/vichealth-active-club-grants/</a>	247
<a href="http://grantsandfunding.com.au/grants/victalent-2/">http://grantsandfunding.com.au/grants/victalent-2/</a>	155
<a href="http://grantsandfunding.com.au/grants/australian-sports-foundation-sport-incentive-program/?omhide=true">http://grantsandfunding.com.au/grants/australian-sports-foundation-sport-incentive-program/?omhide=true</a>	106
<a href="http://grantsandfunding.com.au/grants/holden-home-ground-advantage/">http://grantsandfunding.com.au/grants/holden-home-ground-advantage/</a>	91
<a href="http://grantsandfunding.com.au/grants/south-australia-community-recreation-and-sport-facilities-program-crsfp/">http://grantsandfunding.com.au/grants/south-australia-community-recreation-and-sport-facilities-program-crsfp/</a>	74

## Social Media

As with your club's website and email newsletter, your club's social media is another fantastic way to promote your sponsors. Similarly to your club's website and email newsletter you are able to use the analytics of popular applications such as Twitter and Facebook to measure the 'click through rates' from your social media to your sponsor's website or social media.

The same "call to action" rules apply in social media as they do for your website and email newsletter.

Create a reason for the person to visit the sponsor's site and make it possible.

Below are two posts that illustrate the concept perfectly. Although both posts are promoting products sold by Melbourne Storm and Melbourne Vixens the concept remains the same.

Melbourne Storm was encouraging their supporters to purchase from their online shop by creating an incentive and direct link on a Facebook post while Melbourne Vixens used their Twitter profile photo to promote their 2015 memberships which linked directly to the online membership buying platform.



Melbourne Storm

September 10 · Edited

Fan up for the finals and #makeanimpact! A great range of 2014 merchandise is still available from the Melbourne Storm Megastore. Shop here - <http://msr.lc/1nJSNhj>

**FAN UP FOR THE FINALS**

SPEND \$75 OR MORE & YOU COULD WIN A SIGNED MELBOURNE STORM CLOSE THE GAP JERSEY  
\*TERMS & CONDITIONS APPLY

**SHOP NOW**

MELBOURNESTORMSHOP.COM.AU #MAKEANIMPACT

Like · Comment · Share

↪ 31 Shares

👍 968 people like this.

Top Comments ▾



*Sports Community* uses a variety of different social media platforms including Facebook, Twitter and YouTube.

To help clubs and volunteers who have never used Facebook and want to learn how to maximise the value of Facebook to your club we have created a very easy to follow tutorial which is a step by step guide on how to use Facebook.

If you want to learn how to use Facebook to help achieve your club objectives check out our easy tutorial at <http://sportscommunity.com.au/using-facebook-club/>

## Social Media Analytics

Like your website and email newsletter, most social media platforms offer some analytics which you can use to demonstrate to sponsors the level of traffic you are creating to their website or social media platforms.

*Sports Community's Guide to:*

# **SOCIAL MEDIA & COMMUNICATION TACTICS FOR SPORTS CLUBS**



## **Additional Information**

As you can see we have only touched the surface of how we can use your clubs website, email newsletter and social media to create value. If you would like to learn more on these topics then check out our eBook “Social Media and Communication Tactics for sports Clubs” available for purchase from the Sports Community website or by clicking the link above.

by Steve Pallas and Joe Novella  
Edited by Jennifer Rose



# CHAPTER 11

## COMMISSION, AFFILIATE AND REFERRAL BASED PROGRAMS

Commission, affiliate and referral based programs are becoming increasingly popular as many organisations are now offering these programs to clubs rather than large amounts of cash up front. The programs result in clubs making money when members buy directly from the sponsor and if used well can bring in significant income for the club.

Conversely, if members don't support the sponsor the club receives very little.

### What is a Commission-based, Affiliate or Referral-based Program?

These type of programs are set up between clubs and businesses to provide a win-win arrangement. Generally the business will offer a discount to your club's audience as well as a percentage of sales to be donated back to the club. In return your club promotes the business and encourages members and the club's wider audience to use them.

This structure is potentially very positive for your audience as they receive a discount, potentially great for the club as they generate sponsorship income and great for the business as they gain more customers by this referral.

*It is a clever idea for clubs to consider products and services that their audience already use or need and set up an agreement to act as a referral for these services to one particular business.*



## Why Are These Programs So Beneficial?

There are a number of reasons why commission based, affiliate or referral programs are a great avenue to create additional sponsorship income for clubs:

- These programs when marketed successfully and frequently, which is the key to success for these types of sponsorship arrangements, to your club's audience can raise considerable income.
- The only volunteer time required is the ongoing marketing and encouragement and much of this can be done using the club website, email newsletters and signage around the club
- You can select businesses that your audience are likely to need and use
- The program provides a clear measurable value to both the sponsor and club
- It can be an important inclusion in your club's proposal that is valuable to a potential sponsor.

When approaching businesses it is also good to know the benefits this kind of agreement can bring them. According to research, referrals are the most powerful form of marketing that you can use and also the least expensive (Lake, 2014). Also referrals have more of an impact than any other marketing strategy or advertisement (Lake, 2014).

As you can see, these are huge benefits for businesses to consider and are great selling points for your club when considering your club's sponsorship proposal.

One of the best referral programs we have come across is the Bowls Victoria sponsor, Choice Hotels. Choice hotels has created the 'Choice Sports Program' which offers discounts on hotel stays and commission donated back to the visitor's club. It is a very clever program as many grass roots clubs are required to travel for games and many have end of season trips, all of which can usually be organised at a Choice Hotel. Not only is club travel covered but any leisure travel by members and their family and friends. You can begin to see how valuable this partnership could be if used well.

*How does the program work?*

- Clubs register with the Choice Sports Program and then receive a code unique to their club.
- The club will then promote the code at every opportunity to their members, supporters and wider audience
- Each time the code is used the member will get a 15% discount on the room price and the club will receive 7% referral commission.

Many larger organisations are now going down this path. A trap clubs often fall into with referral schemes is that they register for the scheme and promote it in the beginning but then don't promote it again.

For these types of sponsorship it is really important that the club is continually promoting the sponsorship and most importantly the code to their members and continually reminding them of the opportunity.

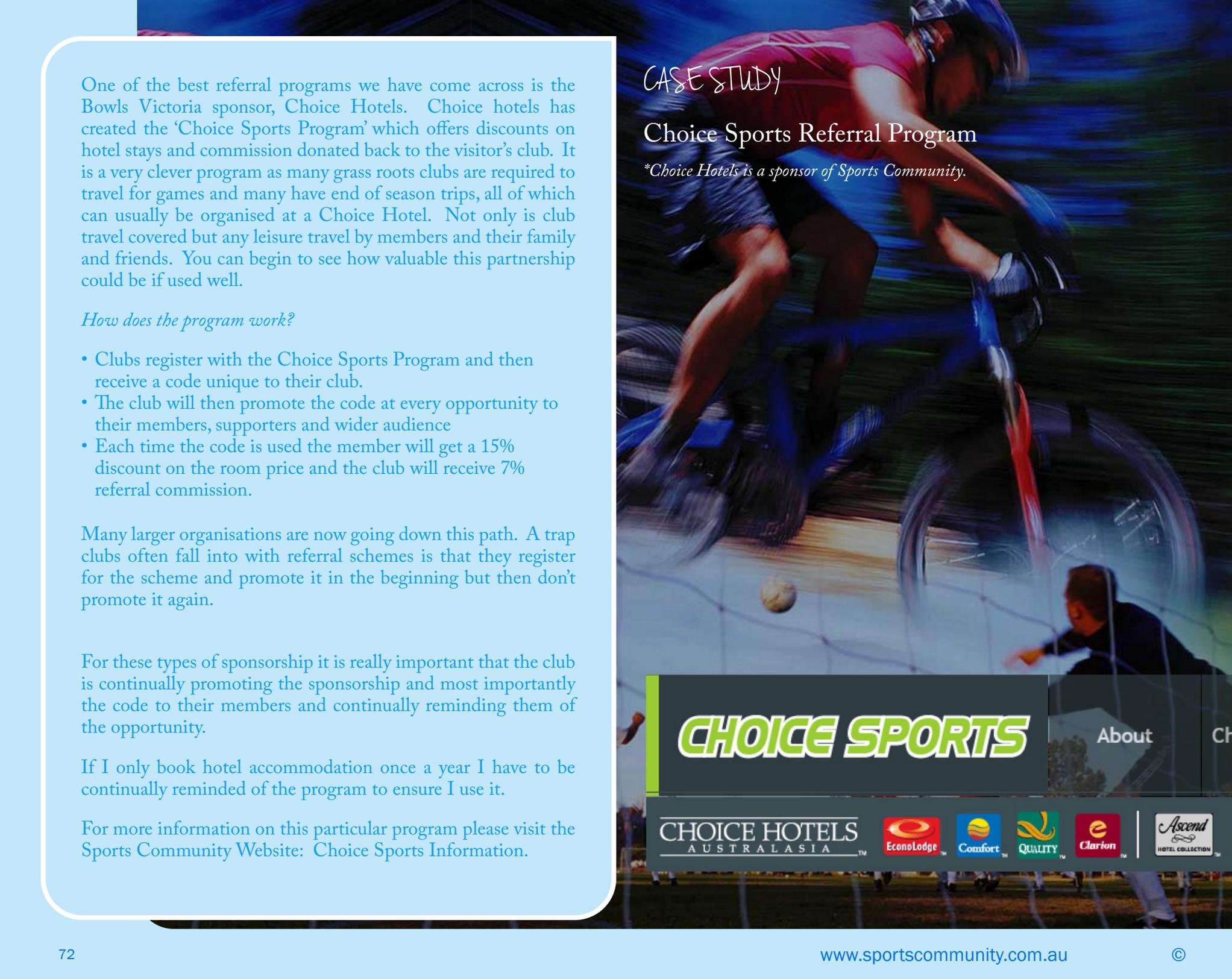
If I only book hotel accommodation once a year I have to be continually reminded of the program to ensure I use it.

For more information on this particular program please visit the Sports Community Website: [Choice Sports Information](http://ChoiceSportsInformation.com).

## CASE STUDY

### Choice Sports Referral Program

*\*Choice Hotels is a sponsor of Sports Community.*



**CHOICE SPORTS**

About

CHOICE HOTELS  
AUSTRALASIA™



## Making the Most of Your Program

The main downfall of this kind of arrangement is that if the club doesn't effectively promote the program and in turn create sales for the sponsor, the club will receive no income from the program.

It is important for clubs to plan how they are going to ensure the program stays at the top of their audience's mind. For example if the referral program is with a toy store, ensuring that the club promotes the program heavily in the lead up to Christmas will help to ensure that the money the parents will be spending is spent in the store that will also support the club.

### How To Get These Programs Working for Your Club

So we have mentioned that it is important to continually reinforce the message to your members that these programs are available, but how?

As your club would promote any event, you can utilise traditional communication as well as newer technology.

Some methods your club may like to include in their approach are:

- Placing information on the club website homepage and also having detailed information about the program available
- Place information posters and flyers around the club
- Include the program in all paper and email newsletters
- Reminding members about the discount that they and their friends and family can receive at all events, functions and game days

- Book all club related expenses through the referral business. For example, if your club was part of the Choice Hotels 'Choice Sports Referral Program', all trips including games and end of season trips should be booked through Choice Hotels
- Place information in year books, information booklets, sports record and any other documents your members receive.
- Regularly post engaging reminders on social media

Horsham Bowls Club in country Victoria continually reminded members about their referral commission sponsorship with a mortgage broker and another one with the local real estate agent by having a diagram on the wall which was continually updated with the referral amount and the member who made the purchase. This was great recognition to those who used the club sponsors and continually sought to remind members of their existence.

*It is important to continually market the existence of the partnership, booking codes and sales processes to ensure your club can truly benefit from the partnership.*

### Who to Approach

When including this option in your club's sponsorship packages it is important to consider your club's audience and choosing appropriate businesses. For example if you have a large number of young members and families, this kind of program would be beneficial for a children's toy store, other children's activities or a play centre. Alternatively, if your audience is largely young males, looking to contact hardware stores, pubs or mechanics may be a good place to start.

This kind of consideration is important to ensure your club doesn't waste valuable time and resources setting up a program that will have very little impact.

If your club approaches the right businesses it can then become a win-win scenario for all involved.

# CHAPTER

## Measuring the Value of the Sponsorship

Before we look at how to track the direct financial impact of sponsorship, it is important to acknowledge and understand that there are many other ways in which a sponsorship arrangements can be of value for both the sponsor and club. There are many factors to take into account that may result in unique opportunities for sponsors to create long lasting relationships with their target audience.

These benefits for businesses can continue well after the initial sponsorship activities and are important to consider when approaching potential sponsors.

### What do Businesses Want?

In terms of marketing, businesses are concerned about their 'Return on investment', commonly referred to as 'ROI'. There are a number of different measurements that are often referred to as the ROI but put very simply, the ROI looks at the magnitude and timing of investment gains, directly against the magnitude and timing of the costs (Schmidt, 2014).

Put even more simply, the ROI looks at whether an arrangement is a good investment and whether it will make the business money or cost them money.

With this in mind, we must address the financial gains for sponsoring our club but it is also important to look at the other benefits that are often overlooked.



## The Value to Sponsors

The benefits for businesses that choose to sponsor sporting clubs aren't always clear. There is some useful information to be aware of when approaching potential sponsors or when looking to renew and hopefully expand sponsorship agreements.

We know from research are that:

- Sponsoring sports clubs can provide unique opportunities for businesses and help them develop in ways that general advertising doesn't ( MediaCom, 2014). For example, it may allow the sponsor to show off their capabilities in a way audiences may otherwise not get to see.
- Consumers are generally aware that official sponsors contribute to the events or sports they love, and research shows that sports fans have a more positive perception of event sponsors ( MediaCom, 2014).
- Sponsoring sporting clubs can help create loyalty towards the brand when compared with competitors.
- Sponsoring sports clubs can increase brand awareness.
- Staff working for the sponsoring business may develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.
- Sponsoring a sports club can help to grow community support and a positive perception for the business.

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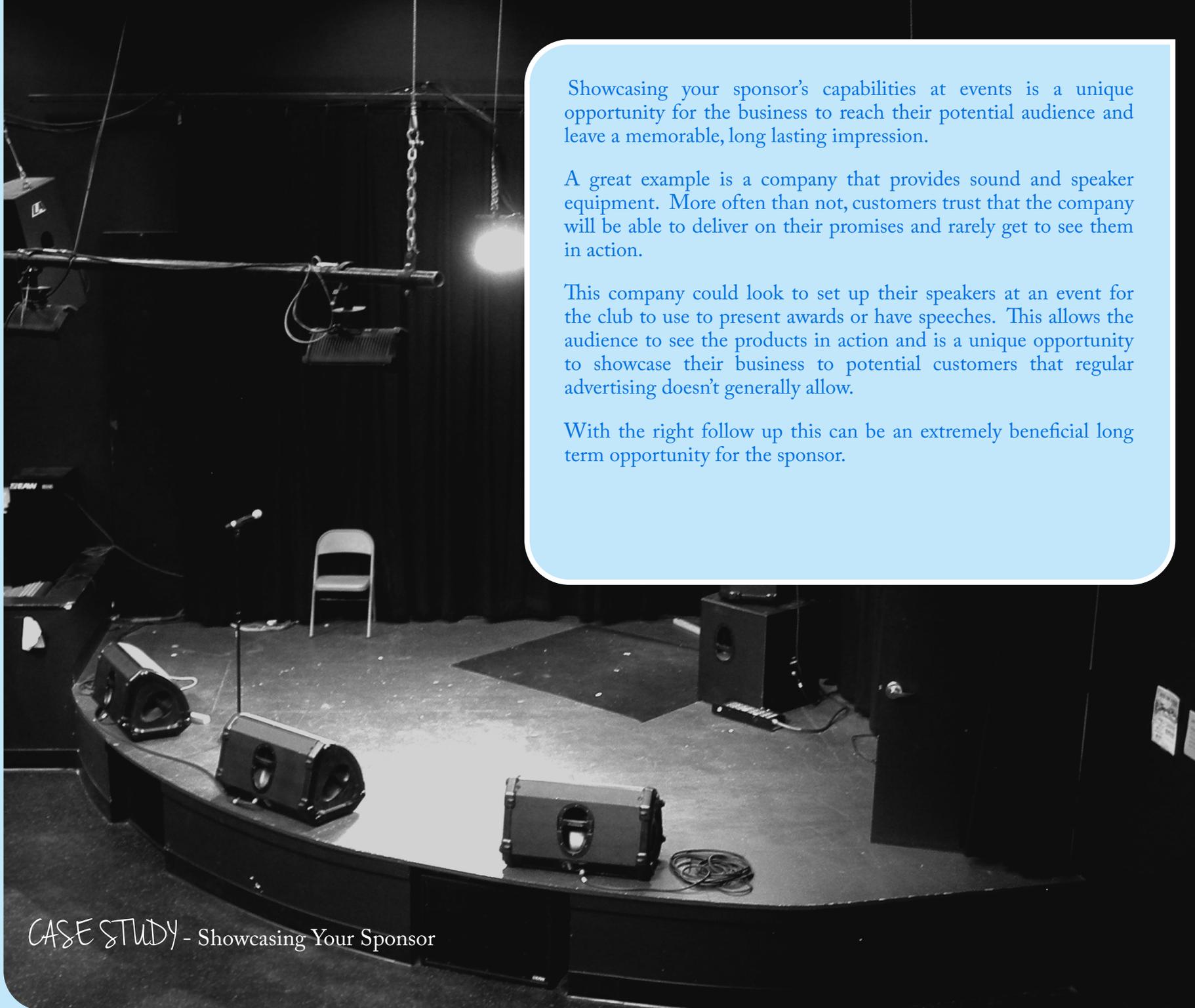
## CASE STUDY – Benefits for Staff

*Deloitte (MediaCom, 2014)*

Benefits that are often not discussed are the benefits for the staff and clients of the sponsoring companies.

A great example of this is the consultancy company Deloitte who worked with the Paralympic Games to reach 12 million registered disabled people in UK whilst engaging its own employees in the campaign (MediaCom, 2014). Research found that 95% of company staff was proud of the company's support of disability sport, with more than 2,500 staff volunteering substantial time and effort to support disability sport across 18 regional offices (MediaCom, 2014).

These results show the powerful impact sponsorship can have on staff retention and job satisfaction if staff are engaged. Not a necessarily a financial gain for the company but certainly a huge potential benefit.



Showcasing your sponsor's capabilities at events is a unique opportunity for the business to reach their potential audience and leave a memorable, long lasting impression.

A great example is a company that provides sound and speaker equipment. More often than not, customers trust that the company will be able to deliver on their promises and rarely get to see them in action.

This company could look to set up their speakers at an event for the club to use to present awards or have speeches. This allows the audience to see the products in action and is a unique opportunity to showcase their business to potential customers that regular advertising doesn't generally allow.

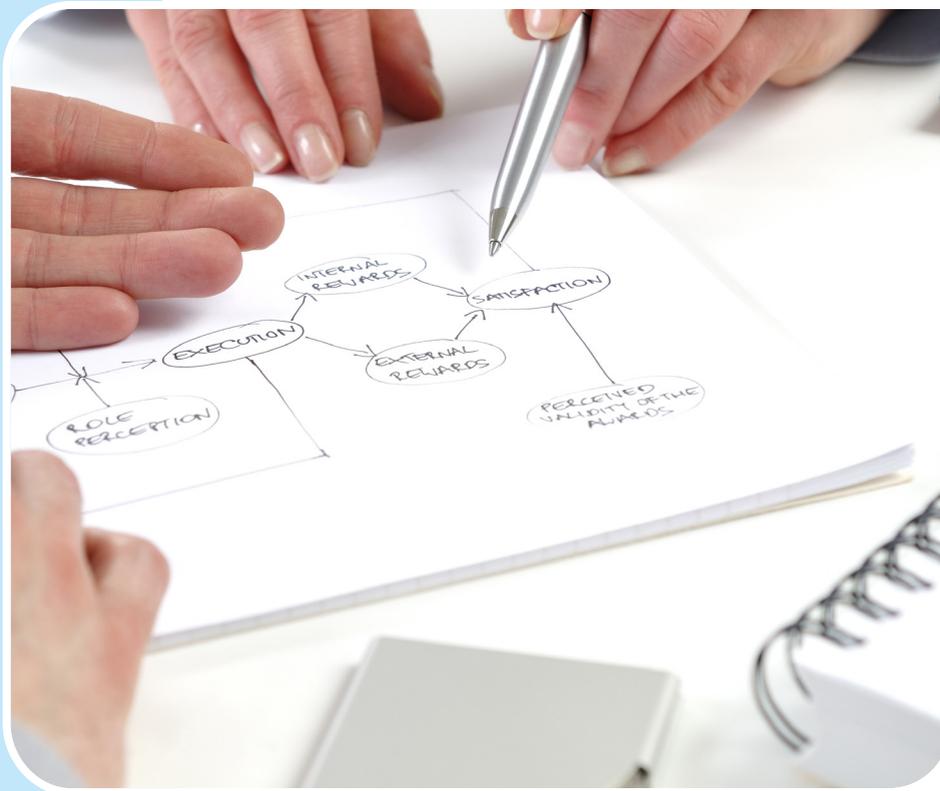
With the right follow up this can be an extremely beneficial long term opportunity for the sponsor.

CASE STUDY - Showcasing Your Sponsor

## Proving the Value for Sponsors

Linking sponsorship to revenue can be challenging as we will discuss a little later on.

As well as proving the financial value of sponsorship there are also a number of other statistics that can help confirm the impact of sponsoring your club. These statistics can become a strong part of your sponsorship proposal or when looking to renew ongoing sponsorship agreements.



## Measuring the Reach of Sponsorship

A great way to track the impact of the sponsorship for businesses is to look at the 'cost per reach' (McKinsey, 2014). This refers to how much it costs the company to reach each individual audience member.

For example if a company is paying you \$1000 for sponsorship and your audience is around 2000 members, spectators and others directly involved with your club, this would result in the cost per reach being 50 cents.

This means that it costs the business 50 cents for each person their message is reaching.

You may then like to look more specifically at the company's target audience. For example if your club's sponsor is a women's clothing store, their primary audience will be women. You can then look at the percentage of your club's audience that are women.

So using our previous example, if 1500 members of your club are female and the sponsor is paying the club \$1000, then the cost is approximately 67 cents for the business to reach each female audience member.

As you can see, these numbers can become very interesting for sponsors and support the great value they are receiving to speak directly with their audience.

This becomes even more valuable when businesses make the most of this reach by also then engaging with the audience. We have discussed this in detail earlier in the book and includes, calls to actions, events and referral programs just to name a few. Planning ahead in this way helps to ensure businesses see the full value of their sponsorship and in turn continue to sponsor our clubs.

## Measuring Online Traffic

With the development of online sales and company websites there are now ways to track online traffic and where visitors to websites are coming from.

This is especially useful when your sponsor is featured on your club's websites, eMail newsletters and social media. Your club has the ability to measure the level of traffic your club communication has sent to the sponsor's website. Although this doesn't identify the financial value (unless it is linking directly through to an online shop) it still serves to quantify the behaviour of club members which can then be quantified.

As we have discussed, many club websites, social media pages and email newsletters include sponsor logos or links to webpages, but no calls to action. Visitors to the club website and social media pages will usually be online for a reason and seeing a logo of a sponsor is not usually enough for a visitor to take action. If the logo also has a call to action, this then may be enough to encourage a visitor to look into it further.

Working together clubs and businesses can raise the amount of traffic that is clicking through to the sponsor's webpage. This traffic can then be tracked and forms another great way of tracking the value of sponsorship.

## Measuring the Financial Value of Sponsorship

Traditionally the only value clubs created for sponsors was to promote the sponsors brand to their members and encourage their members to use the sponsor in their personal lives.

This made it very difficult to identify the financial value each sponsorship generated for the sponsor because it was virtually impossible to work out the financial return to the sponsor of their club sponsorship.

As we have discussed, businesses are now seeking real value in their sponsorship partners and proof of that value. This creates a challenge for clubs to come up with ways to monitor and record the financial benefit the club is offering the sponsor.

Both the businesses and the club play a role in tracking sponsorship value but it is in our club's best interest to find ways to prove the value of your club's sponsorship in order to grow long lasting arrangements with sponsors.

## How Can Businesses Measure the Financial Value of Sponsorship?

As well as our club's efforts in tracking the financial benefits for club sponsors, businesses may also like to track the impact from their perspective. Businesses track their growth, income, outgoings and other important information through recording Key Performance Indicators, often referred to as KPI's.

Businesses may like to track new customer numbers or revenue and depending on the business may look to track whether their customers have a connection to your club. This could be as simple as an additional question on an enrolment form, a tick box on an online checkout or a verbal question at the time of sale.

# Ski World

Audi found that the sponsorship of the United States Ski Team during the Vancouver 2010 Winter Olympic Games drove a 30% increase in customer queries and a 34% increase in sales during the Olympic period ( MediaCom, 2014).

Audi was able to measure these numbers as they have a number of KPIs that they track within their business. Knowing this information allows Audi to make informed decisions about where they will allocate their sponsorship budget and to plan for influxes of new customers.

Audi was very successful as it used unique content that told the moving personal stories of the athletes and this content was distributed both online and via an NBC broadcast ( MediaCom, 2014).



## How Can Clubs Measure the Financial Value of Sponsorship?

Businesses are now seeking real value from their sponsorship partners and proof of that value. By creating ways to monitor and record the income your club's sponsorship is directly providing to the sponsor, gives your club the opportunity to grow strong, long lasting sponsorship arrangements. It also gives your club necessary information when looking to renew sponsorship agreements and how much your club could ask for.

Creating ways to monitor and record sponsorship financial value requires clubs to be creative in the way they present and measure the sponsorship they are offering.



Here are a few ideas that may work for your club:

### *Referral and Commission Based Programs*

As we have previously discussed, by creating referral and commission based programs your club as well as the sponsor can easily measure a vast majority of the financial value of the sponsorship arrangement.

These referrals are easy to track and easy to calculate.

### *Creating Events for Your Sponsor*

Earlier in this book we also looked at creating events that bring the sponsor to your audience and your audience to the sponsor. These types of events create an opportunity for the business and your club to measure the sales from that particular event.

Including vouchers or loyalty cards at the initial event also allows for additional tracking as your audience may return to your sponsor again in the future.

### *Jars*

At a training event we held early this year, one club had a very simple and effective way of measuring how often their members were using club sponsors.

The club set up a jar for each sponsor at the club rooms and then encouraged members every time they used a sponsor to get the receipt and then put it into the jar at the club.

Each week the club member who spent the most with sponsors won a prize!

The real benefit for the club was that they were able to go to the sponsor at the end of the year and say our club members spent at least \$XX at your business and here are the receipts.

Brilliant!!

### *Surveys*

Another idea coming told to us during a training session was that one club actually conducted a survey at the start of the season and asked their members where they shopped for certain items and how much they spent. They also asked if the members were willing to change who they purchased from for each item.

This then allowed the club to approach businesses with a realistic figure the members of their club spend and the likelihood people would change to a club sponsor.

Your survey could then also look at your audience's attitude and feelings towards the sponsor or what marketing and promotions they have noticed. These results can then be tracked in a survey later in the year to determine whether this has changed.

This information allows your club to speak in more detail with your sponsor about the benefits they are receiving from sponsoring your club.

Very effective and so easy to do!

### *On Location Sales*

This involves selling your sponsors products or services at the club. This could be physical sales, through order forms or on your club's website.

This doesn't account for members who may not purchase at the club but if promoted well, we can ensure most, if not all member's use this process.

You may also like to invite the sponsor down to the club on big game days or events to sell their products in person. As we have discussed previously, not only does this give the sponsor the opportunity to make income but also to build strong relationships with your audience.

Your club may also like to consider selling your sponsors products and services on the club website. This ensures that members can access the products and services through the club at any time as well as extending the audience to include those who visit the club website but may not physically be able to attend the club.

Whether online or at the club rooms a member of the club, usually a committee member will need to ensure this income is tracked accurately.

### *Create Vouchers and Coupons That Can Be Redeemed at the Sponsor's Business*

When creating vouchers or coupons to track income, it is difficult for clubs to know how many coupons have been redeemed. The important point of using coupons is that the sponsors will see how many members are purchasing from them.

The vouchers can also be made more specific. For example juniors and seniors could have different coupons. This allows the business to clearly see the impact of their sponsorship and may help them with future decisions, for example choosing to sponsor a junior or senior team.

Coupons and vouchers encourage the sponsor to see the value of their sponsorship and to continue supporting the club on an ongoing basis.

Creating win-win arrangements with sponsors and effectively measuring the outcomes allows for clubs to grow strong, long lasting relationships. These relationships help to provide revenue and support for your club over the long term and are an important part of running a successful club.

A photograph of a basketball court. In the foreground, a basketball with orange and yellow panels is in sharp focus. In the background, a person in a white shirt and dark shorts is standing near a basketball hoop, appearing to be in the middle of a game or practice. The court floor is polished wood, and the walls are a light brown color.

*By creating ways to monitor and record the income your club's sponsorship is directly providing to the sponsor, gives your club the opportunity to grow strong, long lasting sponsorship arrangements.*

# Chapter

## Creating a Real Sense of Belonging

### "See you next year"

These are words, although commonly said, should never be heard from a club sponsor. These four simple words are an acknowledgement from the sponsor that they see their contribution to the club as a donation, for which they get very little if anything in return. It also highlights that they certainly have no other involvement with the club.

The poor Sponsorship Co-ordinator, laughs and responds with "See you next year" knowing this is in fact the reality of their relationship with the sponsor.

*So what is wrong with these types of sponsors – club relationships? After all, these types of relationships have been "successfully" operating for years.*

### Opportunity Lost

The real issue with this type of sponsorship arrangement is that they are an opportunity lost. It is likely that these "see you next year" sponsors are contributing the very minimum amount to the club when the reality is many sponsors would contribute much more if they were included in club activities.

Generally the only contribution of a "see you next year" sponsor is a small financial one, when they potentially have the capacity to contribute:

- Significantly more money
- Products and services
- Expertise
- Resources (staff)

The other major issue with the "See you next year" relationship is that one year the club may not come back or worse they do come back and the sponsor declines because they are sick of getting nothing in return.



## Sponsors Want to Belong to Your Club Too

A common mistake clubs make is that they think sponsors don't want to be involved in their club, that they don't have the time or the inclination to give more than financial support. Sure, for some sponsors this will be the case but for most the opposite is in fact true.

Why? Because sponsors are people too and we know from the research released in 1943 by psychologist Abraham Maslow which has stood the test of time, is that all people have basic needs. Maslow concluded from his research that after biological and physiological needs (air, food, water) and safety needs (protection from the elements, security and social stability) that people want love and a sense of belonging. This means they want friendship, intimacy, inclusion, affection and love from their family, work colleagues, friends and even in professional relationships.

Maslow's research really explains the tribal nature of support by people for their local sports clubs. Sponsors are people so therefore would also like to feel included in your club, they want to belong too.

## See You Next Week

So how do clubs move their relationships with sponsors from "See you next year" to "See you next week"? Like everything else that happens within clubs there needs to be a conscious desire to focus on including this unique group into your club.

In the ideal scenario is that sponsors would become an engaged part of the club community where they are participating in at least one of the following activities:

- A sporting participant
- Actively participate in social activities offered by the club
- Assist in the running of the club (volunteering)

## Creating Your Sponsorship Engagement Strategy

A plan to engage your sponsors should include the entire season and look at ways to seek to build the relationship with the sponsor. The goal is that they not only sponsor the club next season but are also actively looking for ways to maximise the mutual benefit of the sponsorship partnership.



## The Power of the “Sponsors Days”

Having a day or an event where the club invites all their sponsors to join them at the club for a social gathering of some type is a great concept. Generally this will be on match day so the sponsors get to socialise and then see their sponsored players/teams in action.

Many clubs hold these days simply as an “inclusion” in their sponsorship packages rather than having a clear objective for the day. Often clubs will hold their sponsorship days at the end of the season as a way of “thanking” the sponsors for their support.

Sponsors days often create a tremendous amount of goodwill and excitement towards the club, which if recognised by the club can be harnessed to help the club achieve its objectives throughout the year. Therefore it is actually an opportunity lost to have sponsor’s days (and past players days for that matter) at the end of the season, create goodwill and excitement about the club within the sponsors, only for the season to finish and the benefits evaporate.

The best time to hold a ‘Sponsor’s Day’ is actually before the start of the season and the day should have some very clear objectives. This of course includes thanking the sponsors for making the season possible but also:

- Ensuring all sponsors have a clear understanding of the club’s objectives and vision and invite them to help the club achieve them
- Creating ways for the sponsors to participate in club activities (social and competitions) throughout the year



### Opportunities to Participate

Often clubs run their sponsor’s days as a standalone event but this is not making the most of the opportunity. The sponsor’s days should be considered as a step in your sponsorship strategy so there should always be a number of opportunities for sponsors to continue to be involved in the club presented at the sponsor’s day.

People often behave in a herd mentality so if a couple of sponsors commit to becoming more actively involved in the club at the sponsor’s day often many other people in the room will follow.

Don’t assume people will offer their help, you have to specifically ask for their assistance and give them a person they can talk to about how they can become involved.

A key component of creating a sense of belonging between an individual and the club is for each individual to have a task or a role within the club. If people are not contributing then often they don’t feel a real sense of belonging. They feel like external sponsors rather than part of the club its self.

## Objectives and Vision

Often club sponsors are some of the most influential people in town so a sponsor's day is unique opportunity for your club to "sell its dream, its vision" and then invite/ask sponsors to help in your journey.

These opportunities can include:

– a direct invitation to sponsors to register as players or participants in the club's sporting activities. This can be either in the "serious" competition side of participation or in the social sporting side. For example:

- Your club may have social competitions. For example, bowls clubs normally have a social "barefoot" bowls season. Sponsors can be invited to register teams at the sponsor's day and if promoted well enough, your club may even be able to fill their social competitions just from the enrollments on sponsor's day.
- Have "come and try days" scheduled and promote these heavily during the sponsor's day. Ensure you are also able to take registrations during the sponsor's day.

### *Social events*

Make sure that you have a number of social events scheduled that you can promote to the sponsors and that they can register for on the day. If you have information about the events on the clubs social media then you could also ask the sponsors to share the event with their friends.

### *Include the sponsor's family, friends and associates*

When inviting a sponsor to club activities don't only focus on the business owner but also create opportunities for their partners, family, associates and friends to be involved as well. Attending a club function may be an additional burden but if the sponsor is able to include their family in the activity then they may be more willing and able to attend in order to become part of the club.

Again, working on the "six degrees" of separation theory, you just don't know who your sponsor might bring to your club so try to create as many opportunities as possible for them to bring along their friends, family and associates.



## Should We Even Call Them Sponsors Anyway?

If we are serious about truly including sponsors within the club and creating an environment in which they belong then serious consideration needs to be given to the title we actually give them. Why don't we call them members? Why don't we create an exclusive membership category for them to belong to?

It is only a subtle change, the move from calling businesses who contribute to the club corporate members rather than sponsors but the effect can be quite dramatic. As we have discussed, when somebody is a member they often have a much stronger sense of belonging than if they are simply a supporter or in this case a sponsor.

To illustrate this concept, although from a slightly different angle, NFL team Kansas City Chiefs changed the name of their 'season tickets holders' to 'season ticket members'. In an article on The Big Story website Chiefs President John Dorsey stated:

*"Suddenly, the entire paradigm shifted. No longer were Chiefs fans merely customers, buying a ticket, attending a game and then heading home afterward. Rather they began to feel as though they were part of the franchise, just as integral to the success or failure of the team as quarterback Alex Smith, Coach Andy Reid or even general manager John Dorsey."*

# CHAPTER

# 14

## Treat INFORMATION ABOUT YOUR SPONSORS LIKE GOLD

*Worse than "see you next year" is never see you again*

If "see you next year" is the worst thing a sponsorship manager can hear from a sponsor then hearing nothing from the club is the worst experience for a sponsor. We speak to so many businesses who are willing to sponsor clubs, or who did sponsor a club and would do so again except the club "never comes back".

It is amazing how much work clubs put into attracting new sponsors but neglect to put the same effort into their existing sponsors. Often there is an assumption that the business will sponsor the club year on year.

It is simply staggering how many club sponsors cease to sponsor local clubs simply because they were not asked.

Often clubs do not ask their sponsors to sponsor them again the next year because they have lost the information relating to their previous seasons sponsors. To put it another way, they simply do not know who their sponsors are or how to contact them, let alone how much they sponsored the club last year.

*Prior to founding Sports Community I had the privilege of being the Chief Executive Officer of the Mornington Peninsula Nepean Football League, a suburban football and netball league in outer Melbourne. While there were many memorable moments in the role, one that has stuck with me relates to sponsorship.*

I had arranged to meet a club President at their club rooms. I pulled up into the ground to see the President walking around the oval boundary line, stopping every couple of meters and then starting again. This did look a little strange from a distance so instead of waiting for the President to finish his lap of the oval I cut across and met him half way around. When I enquired what he was doing he replied that the clubs sponsorship manager for the previous season was no longer associated with the club nor had he left any information about the clubs sponsors.

The only way the President could collect any information at all about the club sponsors was to walk around the oval, writing the names of the sponsors and their contact details from the boundary line signage. As you can imagine the club went on to collect about half of the sponsorship revenue that they collected in previous years.

I tell this story in many of the sponsorship and fundraising sessions we run around the country and I often have people share very similar experiences.

## Create a Sponsorship Database

No two sponsors are the same. Each has different motives for sponsoring your club, different desired outcomes and even different components to their sponsorship arrangement.

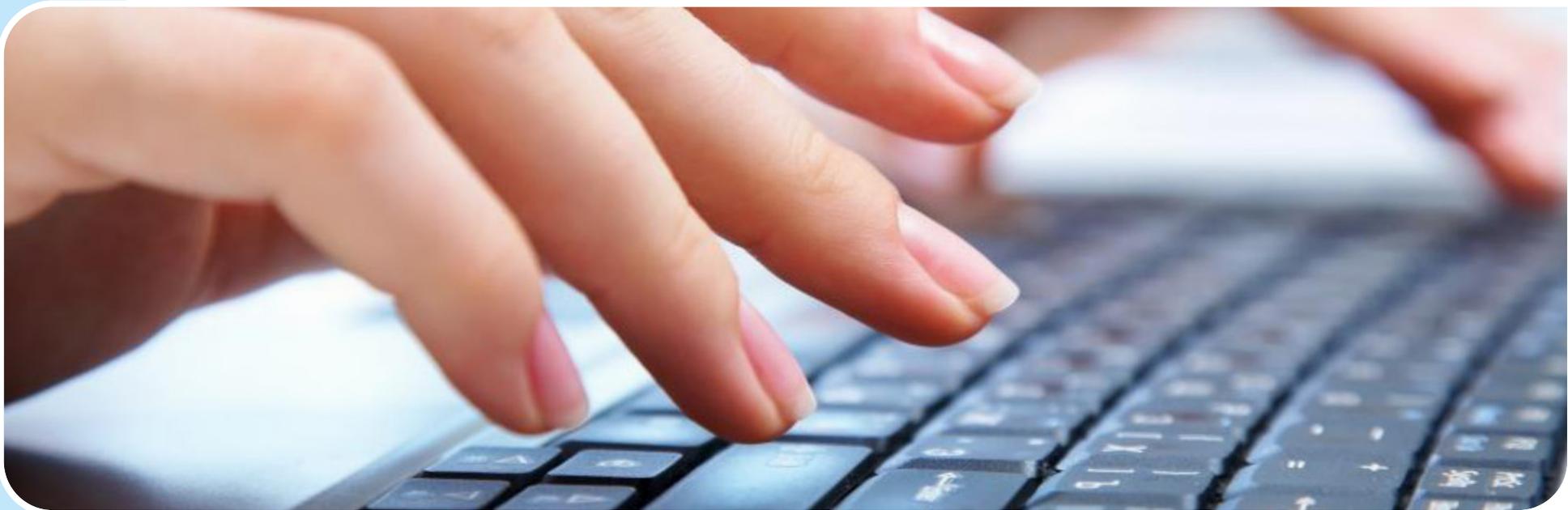
One sponsor may contribute cash while another in kind goods or services. Every sponsor is different. The one way they are all similar is that they all want to feel like they belong to your club and that they are not being taken for granted.

How do you think a long term sponsor feels when they are contacted by a club's new sponsorship manager and they don't know even basic information such as who the contact person is or what they contributed last season, the season before that and the season before that.

The reality is they feel less inclined to support your club into the future.

A critical component of ensuring that each sponsorship manager, year after year has all the information they need about each of your sponsors is to create a database. In this database each sponsorship manager can record and maintain the following information:

- Who are your current and past sponsors?
- Who is the key contact person and their contact details?
- What is included in their current sponsorship package?
- What they are seeking to achieve by sponsoring your club? (e.g a financial return or some other motive)
- What does the sponsor really value from their relationship with the club and what kind of relationship do they want?
- Does the sponsor have a connection or relationship with the club outside of the sponsorship? (For example are they also a member?)
- Any other information about the sponsor which supports a long term relationship.
- Any cash payment terms and conditions.



## Where to Store Your Sponsorship Information?

Wherever possible, see if your club can create a separate membership category in your membership database. Given we believe that sponsors should be considered members this makes sense but primarily is because clubs manage and maintain their membership registers relatively well.

If you are unsure how to do this on your membership register contact your association and ask who your membership register is provided by and their contact details. They are sure to help.



Storing information on personal computers is a dangerous practice because this leads to the story we hear so often. The sponsorship manager has left and taken all the sponsorship information with them. If you are forced to use personal computers make sure that the President, Secretary and even Treasurer all get a copy of the file. This reduces, although does not eliminate the potential the information will be lost over time.

## Inducting the Next Sponsorship Manager

In a perfect world each time your club has a new sponsorship manager, the previous sponsorship manager would ensure their sponsorship database is updated and would then talk the incoming sponsorship manager through each of the club sponsors. Ideally the outgoing sponsorship manager would actually take the new sponsorship manager to visit each of the sponsors and introduce them personally. It would be a nice touch that shows the club respects its sponsors enough to take the time to hand over the relationship.

This is a very powerful act of respect and commitment by the club to the sponsor and reaffirms that they are not taking the sponsor for granted.

If you treat the information about your club sponsors past, present and potential like gold then your club is laying the foundation which will see its sponsorship grow year on year and most importantly the effort it undertakes to attract the sponsors reduce, often significantly over time.

# Chapter

## Creating the Perfect Sponsorship Proposal

As we have discussed throughout this eBook everyone has a role in recruiting sponsors. A key part of empowering club members to approach their friends for sponsorship is to give them all the information they will need. Typically this information is presented in the form of a sponsorship proposal.

Three really good examples of sponsorship proposals are:



Each of the three sponsorship proposals has been presented differently. The Northern Blues Football Club has some games televised so has structured its sponsorship accordingly. The Mornington Football Club's proposal is an extensive and comprehensive document while Beaconsfield Netball Club have gone with a very simple and effective one page (plus a nice cover page) document.

As you can see, each club has created very professional looking documents which can be easily made by using Microsoft Word, Microsoft Publisher or any other similar program.

While each sponsorship proposal is very different they each have four important components:

- Club background and history
- The size of the clubs audience and reach
- Sponsorship alternatives
- Partnership Agreements

It is very effective to include some history of your club as this shows your connection to the community over time. To a sponsor, it demonstrates that their advertising will be reaching an audience of local members that have built a relationship with your club and as we know, relationships strongly influence decision making.

When detailing the size of your club audience remember to include important metrics such as:

- Number of players
- Number of members
- Number of sponsors
- Number of games or competitions held per year
- Average crowd size
- Number of people who receive the club newsletter:
- Facebook followers
- Twitter followers
- Other social media followers
- Website hits
- Papers who report on your club
- Number of social events for the year and the number of people who attend
- Number of events for the year and number of people who attend
- Any other information showing how many people interact with your club

## The Future

Including your club's future goals allows your potential sponsor to understand the direction your club is heading in as well as how their involvement may help. Including your club's future plans gives the sponsor a good idea about where their money will go and whether there are other ways they may be able to be of assistance that does not necessarily involve cash donations.

It is important to document your sponsorship agreement clearly which is to the benefit of both your club and the new sponsor. By documenting the agreement both parties are clear about their responsibilities and it makes it easier for clubs to fulfil their promises. Both the Northern Blues and Mornington Football Netball Club have included a simple contract in their sponsorship information which makes this step very easy.

## Using Video to Enhance Your Proposal

With today's technology it is now very easy to create simple but high quality videos by using a smart phone. Video is an extremely engaging and emotive form of communication and a very effective way to invite new sponsors to your club.

Why not put together a video that highlights your club, its benefits, shows what the funds will be used for and most importantly includes a personal invitation to become part of the club.

Videos are a great way of creating a sense of belonging between people and your club. Your video can showcase not only the culture and energy of your club but also the assets on offer. For example, if you are seeking a score board sponsor then you may include a clip of the crowd on match day, highlighting how many people will see the sponsor's sign on the score board. This allows potential sponsors to see exactly what they will be getting by sponsoring the club and shows the sponsor the visibility of the sign.

## Display your Sponsorship Proposal Document on Your Website

Once you have created your sponsorship proposal document, save it to the club website so that members can easily access it at any time. Storing the document on your club website also means that it can be constantly referred to in club communication such as email newsletters, social media and actively promoted on other pages of the website.

## Using Your Website to Collect Sponsorships

The Hampton Rovers Football Club has cleverly incorporated collecting sponsorship payments into their online shop to increase its exposure and reduce volunteer work load. This is very when the players are organising

their own “player” sponsors because it not only reduces the volunteer work load but ensures you collect all the information you need while also creating an opportunity to “upsell” the sponsor by offering more options, exactly as Hampton Rovers Football Club has done below.

### PLAYER SPONSORSHIP

All Hampton Rovers senior players (Seniors, Reserves, Thirds & U19's) can be sponsored by a business or individual. Sponsoring a player will cover their subs/membership and player insurance while you'll receive recognition at the club and a supporters scarf. The club can provide you with a tax invoice upon request.

#### As a player sponsor, you receive the following benefits:

- Sponsor name displayed with player photo at the club
- Recognition on the player's profile page on the website with the addition of your own page you can customise with your company information and link to your business website
- 2015 Hampton Rovers social membership & card
- Hampton Rovers supporters scarf (must be collected from the club)
- Recognition in the 2015 Hampton Rovers Annual Report

Payment can be made online using your credit card or PayPal - see below. EFTPOS facilities are also available at the club to pay via credit/debit card and you can also pay by cash or cheque (see Liam Woodland).

#### **PAY SENIOR PLAYER SPONSORSHIP ONLINE NOW:**

Type

- 1 Player \$300.00 AUD
- 2 Players \$560.00 AUD
- 3 Players \$780.00 AUD

Sponsor Name

Pay Now



### NEWS

- [Opening Home Game Luncheon](#) 04/04/15
- [Rovers look to bolster Thirds numbers](#) 01/04/15
- [Rovers wrap up Pre-Season with win over Bloods](#) 28/03/15
- [2015 Membership Available](#) 28/03/15
- [Hampton downs Albion in Sunshine](#) 22/03/15

### EVENTS

- Sat 11th Apr [2015 VAFA Season commences](#)
- Fri 17th Apr [Rovers Juniors Season Launch](#)
- Sat 18th Apr [Auskick Season Commences](#)
- Sun 19th Apr [SMJFL Season Commences](#)

### MATCH CENTRE

- |   |                                       |
|---|---------------------------------------|
| <b>LATEST RESULT:</b>                       | <b>NEXT GAME:</b>                     |
| <a href="#">Grand Final</a> - 13 Sep 2014   | <a href="#">Round 1</a> - 11 Apr 2015 |
| Vs <a href="#">Parkdale Vultures (Home)</a> | Vs <a href="#">Mazenod</a>            |
| Won: 14.7.91 - 9.10.64                      | @ <a href="#">Boss James Reserve</a>  |

ADVERTISEMENT

# *SPONSORSHIP Strategies for Different Business Types*

creating sponsorship proposals for every business in town!

## Accountant

### Opportunity

When clubs think about creating value for accountants they often think about linking them to the senior members of the club (who generally have higher incomes). Alternatively there can potentially be more value in linking them with the younger members of the club who may not yet have a regular accountant. Providing a ready source of new clients to an accountant is hugely valuable. Although young adults will be relatively low value initially, it will not take them long to become higher earning, more valuable clients for the accountant.

Creating ways to link an accountant to young people who are new to the work force and that don't yet have an accountant can become a very beneficial sponsorship

inclusion. Giving direct access to someone who doesn't have an accountant, helping to recruit them and then keeping them for 10 years creates great long term value.

Important here is to create opportunities to bring the accountant into the club so the young people meet them face to face and build a relationship with them.

### Activities to Include Accountants Into Your Club

Promote accountants around tax time in newsletters, on the club website and on social media.

Offer discounts for tax returns and services.

Invite them to be a speaker at a club event.

Come to the club to take bookings or come to club to do tax returns before or after training.

Near tax time talk to seniors about future planning

### Potential Revenue

A lump sum cash sponsorship to the club. (This would be ideal)

Referral fee for each tax return client from your club.

Referral fee for financial products sold.

### Other Potential Inclusions

If the club needs a treasurer or accounting support your club may also wish to build this into the partnership in lieu of cash sponsorship.



## Art Gallery

### Opportunity

Art Galleries are not often associated with sponsoring sports clubs but with the right partnership, an art gallery and a sports club can be very mutually beneficial. A key need of Art Galleries is for people to see and be reminded of their art and sports clubs have a great ability to do this.

### Sponsorship Inclusions to Consider

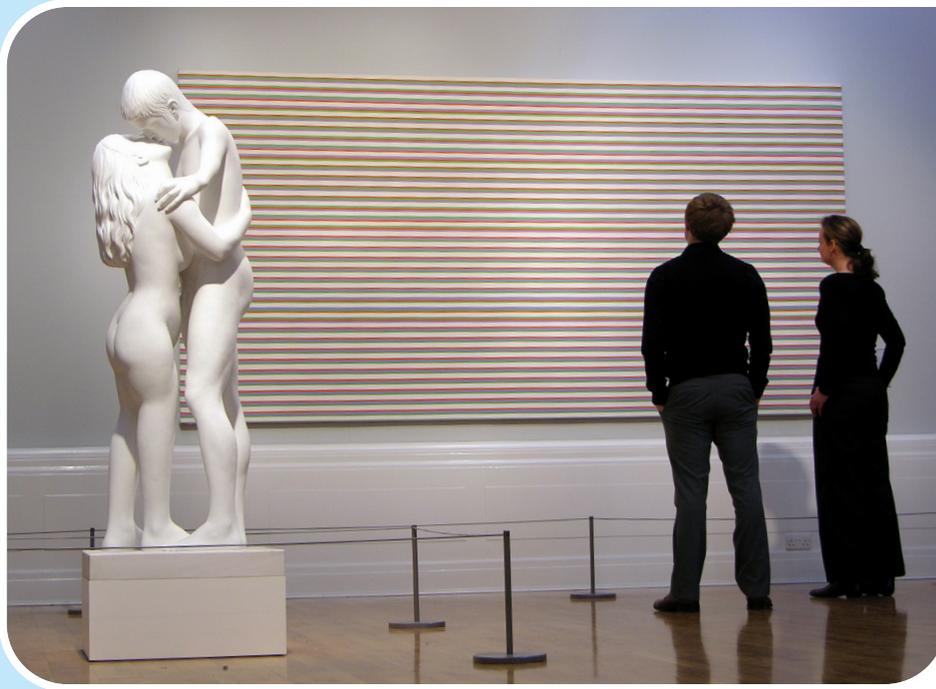
Your club could look to hold functions at the Art Gallery. This would make for a unique location for a club cocktail party or season launch or other of your club's more formal events.

You can also hold an art exhibition at a major event club or function that draws a big crowd. This can not only add to the experience of those attending your functions and events but also be hugely beneficial for the art gallery.

Your club could include a featured piece of art in the email newsletter and on the club website each month. This is a great way to be continually reminding people of the art gallery while providing interesting and different content for your newsletters and website.

### Potential Revenue

Upfront sponsorship payment  
Referral commission on art sold



## Baker

### Opportunity

The local bakery and sports clubs have a long running association in terms of partnership. These relationships can be extremely mutually beneficial as the club can help to provide additional customers to the bakery while the bakery can provide necessary products or cash sponsorship to the club.

### Sponsorship Inclusions to Consider

Baker to become the exclusive provider of products to the club. Look at what products, other than bread, the club could sell at either functions or in the canteen. If you can incorporate slices, cakes and other such products into your club purchases this will create significantly more value for the bakery other than low margin products such as bread rolls and loaves.

Offer discounts for members who shop at the bakery. This could be through a discount or loyalty card set up or by showing the club's membership card.

Offer opportunities to sell products or have a stall at major events.

### Potential Revenue

Upfront cash amounts

### Other Potential Inclusions

Discounted or donated products for club activities



## Banks

### Opportunity

Similarly to accountants, when clubs think about creating value for banks they often think about linking them to the senior members of the club (who generally have higher incomes). Alternatively there can potentially be more value in linking them with the younger members of the club who may not yet have made big investments or taken out big loans. Providing a ready source of new clients to a bank is hugely valuable.

Although young adults will be relatively low value initially to banks, it will not take them long to become higher earning, more valuable clients for a bank. These young club members will generally all begin to require car loans, house loans and insurance in the coming years so connecting the bank to these potential customers early can be of great benefit.



Giving direct access to someone who doesn't yet have any loans or banking commitments, helping to recruit them and then keeping them for many years creates great long term value.

Important here is to create opportunities to bring the bank staff into the club so the young people meet them face to face and build a relationship with them. The key is to involve the banker in the club so that the members know the person and who to go to. This builds the relationships with people that will need the services offered.

### Sponsorship Inclusions to Consider

Introducing young adults to the banker as they are considering car loans

Introducing older adults to the banker to speak about housing loans and insurance

Junior club members could be given an account with a small opening deposit to encourage them to become a client

Invite them to be a speaker at a club event.

### Potential Revenue

A lump sum cash sponsorship to the club. (This would be ideal)

Referral fee for each loan, insurance or product sold.

### Other Potential Inclusions

If the club needs a treasurer or accounting support your club may also wish to build this into the partnership.

## Beautician/Waxer/Hairdresser

### Opportunity

With predominantly female clubs the link between the beauticians and hairdressers is obvious but clubs comprising predominately of male members can also create significant value for these businesses by looking at ways to link the partners and even mothers of the members to these kinds of businesses.

### Sponsorship Inclusions to Consider

Ideal times to promote these types of businesses are around major club functions where members dress up and look good, such as cocktail parties, presentation nights, best and fairest, season launches etc.

Encourage the sponsor to consider discounts or special times for club members to book as groups. This could include a glass of champagne and music to make it a special and social occasion for your club who could book out the entire salon. This would be particularly financially attractive to the sponsor if the club booked these times after hours when the business was generally closed.

Email newsletters, social media and websites can be used to book the times and this creates a 'mini event' at your club, with great potential revenue at your sponsor's business.

### *Fashion Show*

A great way to highlight fashion, shoes and beauty businesses and sponsors is for the club to hold a fashion show as a fund raising event, If you could provide a large enough crowd (at 50 – 100 people) then most businesses would happily showcase their range at this type of event. Your club members could even be the models (male and female) which will add more interest to the event.

### Potential Revenue

Upfront cash sponsorship  
Referral fee from sales to club members

### Other Potential Inclusions

Free vouchers to give away as participant awards  
Inclusions in auction nights or fundraising prizes



## Butchers

### Opportunity

As with local bakery, the local butcher and sports clubs have a long running association in terms of partnership. These relationships can be extremely mutually beneficial as the club can help to provide additional customers to the butcher while the butcher can provide necessary products or cash sponsorship to the club.

### Sponsorship Inclusions to Consider

Exclusive provider of products to the club. Look to incorporate more of the butchers range other than low profit margin sausages and hamburgers into club activities.

Your club could advertise a butcher's 'Special of the Week' through the newsletter, website and social media sites. Again this not only creates great value for club members but interesting and different content for the club newsletters, social media and communications.

Offer discounts for members who shop at the butcher. This could be through a discount or loyalty card set up or by showing the club's membership card.

Offer opportunities to sell products or have a stall at major events.

### Potential Revenue

Upfront cash amounts

### Other Potential Inclusions

Discounted or donated products for club activities

The good old meat tray for the raffles



## Local Cafe

### Opportunity

When people think of cafés they usually think about encouraging their members to visit the café. There are also more opportunities to bring the café to the club that can be included when partnering with sports clubs.

### Sponsorship Inclusions to Consider

Your club could look to run an event and meetings at the café

Encourage members to attend the café. This could be with discounts for club members or loyalty cards.

Incorporate café products into the canteen or at club events.

Exclusive provider of products to the canteen.

### Potential Revenue

Upfront cash sponsorship

Amount per tea, coffee or hot chocolate sold at club events

### Other Potential Inclusions

Vouchers for awards or auction nights

Sell the café's products in the canteen or at events.



## Car Dealership

### Opportunity

When people think about car dealerships they often think about selling cars. These days dealerships are also looking to increase their income from mechanical services. Talking to the dealer about how this could be included into the sponsorship partnership is a great idea.

### Sponsorship Inclusions to Consider

A great innovation used by some clubs is to hold a club event at the car dealership. This is great for trivia nights, season launches, presentation nights and cocktail parties and is a very unique venue where members are surrounded by the sponsor's cars for a number of hours. Although it creates more work is very valuable for the dealer to have a large number of people surrounded by their cars.



Another opportunity could be to bring cars down to the club at an event or match day for members to look at and consider.

The dealer could come down to the club to talk to young adult players and members about how to buy a new car and what to look for. This begins to build the relationship and trust in the car dealer.

Your club could include a 'Car of the Month' or week in the club's email newsletter, on the website and on club social media sites.

Discounts on services for club members or a pick up and drop of arrangement for car services from the club between training and game day.

### Potential Revenue

Upfront cash sponsorship

A referral commission for car sales and mechanical services

### Other Potential Inclusions

Free services or repairs donated for award prizes and auction items.  
Donate a car for a major raffle, well you can ask!

## Cinema

### Opportunity

Cinemas are a great partner when it comes to sponsorship and sports clubs. Depending on your members, you could look to have regular movie nights or as a one off fundraising event. If you can fill a movie cinema at a time when it is usually empty this creates significant value for the cinema. For instance, if you have lots of semi-retired or retired members who are able to go to the movies during the day, you may wish to create a monthly or quarterly movie day for members. This creates significant value for the cinema while creating a great social activity for members.

Another great idea is to create once off events linked to specific movies. For example archery clubs around the country have been creating movie nights to see 'The Hunger Games' movies. Junior soccer clubs could link

movies such as 'Bend it like Beckham', golf clubs could link to movies like 'Happy Gilmore' and 'Caddy Shack', while basketball clubs could see 'White men can't jump'.

The local cinema may also wish to come and hold an outdoor movie night at your club.

### Sponsorship Inclusions to Consider

Creating club events at the cinema to draw in big crowds

Allowing movie nights to be held at your club.

Having a referral offer set up and discount tickets for members.

Your club could have a link to the cinemas online booking system from the club website, email newsletter or social media.

### Potential Revenue

Upfront cash amount

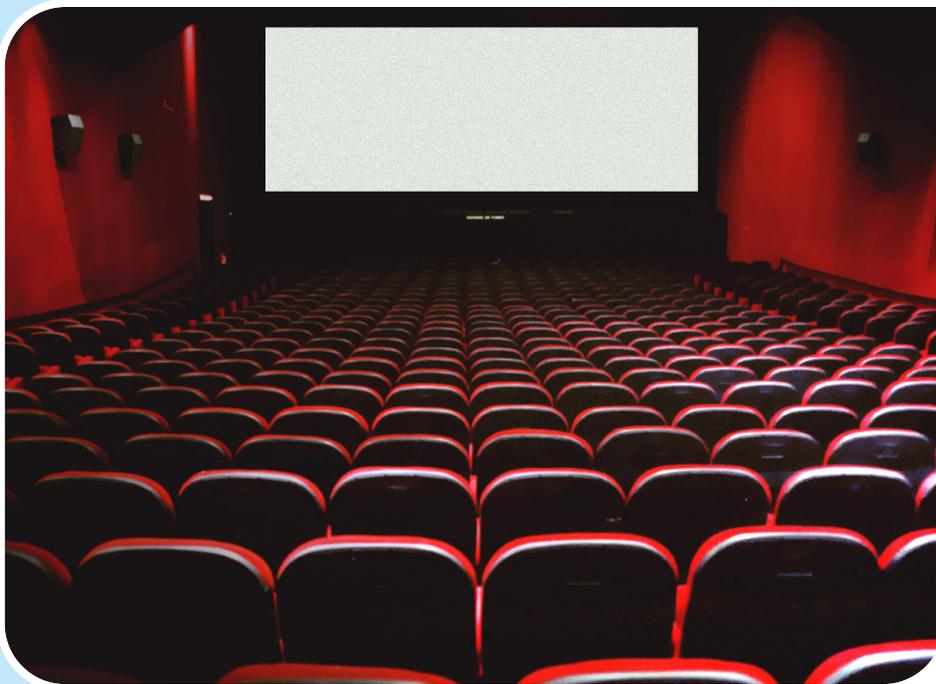
Percentage of ticket sales to club members and events

### Other Potential Inclusions

Your club could promote the cinema's screening timetable and upcoming movies through the club's website, email newsletter and social media

Movie ticket give away as awards etc and vouchers

Discounts to members when showing their club membership cards



## Clothing/Shoes/Fashion

### Opportunity

As with fashion, footwear and hairdressers, the link between predominantly female clubs and fashion stores is obvious as this is their major client base. Clubs with male members can also create significant value for these businesses by looking at ways to link the partners and even mothers of the members to these stores.

There is an opportunity to link these businesses to existing club functions such as cocktail parties, best and fairest nights, presentation nights, season launches etc. where people want to look good or to create a club event such as a fashion parade which showcases fashion (and beauty) from your sponsors. Fashion parades as a fundraising event is great for clubs, especially clubs with predominantly male participants as it creates a real opportunity to include the females and partners at the club.

### Sponsorship Inclusions to Consider

Your club could look to hold a members night at a special time when the shop is usually shut. For example after hours at 5pm on a Monday night. You could add champagne, DJs and discounts to the night to make it a great club event.

Advertise products and sales through your club website, email newsletter and social media sites.

### Potential Revenue

Upfront cash amount

Fee for inclusion in the fashion show

Percentage of sales sold to members (especially related to the fashion show)

### Other Potential Inclusions

Discounts vouchers for award prizes and auction items

Discounts for members who show their club membership card



## Costume Shop

### Opportunity

The obvious potential link between a costume shop and sports club is to include a dress up party or event on our club's social calendar. Having a fancy dress party is a fun and social event at any club and the store can then be linked as the easy suppliers of costumes.

There is then also a great benefit in finding ways to encourage members who are holding their own celebrations to have a fancy dress theme.

### Sponsorship Inclusions to Consider

Your club could hold a club event with a dress up theme and strongly encourage members to hire from your sponsor's costume shop.

The store could offer discounts for club members

Encourage members to hold their own themed party through advertising on the club website, email newsletter and social media accounts

### Potential Revenue

Upfront cash amount

Percentage of costume hire for club functions

### Other Potential Inclusions

Vouchers for awards and prizes



## Dentists/Doctors/Optometrists

### Opportunity

Linking Dentists, Doctors and Optometrists to the community opens up the very real opportunity for these health professionals to gain more clients. In terms of health, people will generally go to someone they feel they can trust. By including these health professionals into your club it allows them to build relationships with members and others involved with the club.

If you live in a transient town people often wont have a childhood doctor, dentist or optometrist so linking these professionals to your new club members can create significant value for these kinds of businesses. These businesses may not be traditionally linked to sports sponsorship but can gain a lot from connecting

to the community in this way. Dentists could come to the club to do mouth guard fittings and might offer discounts for members to go and see them for a check-up. Optometrists could work in a similar way, offering options for people who need particular products such as contact lenses or prescription goggles at the club and then referring them back to the store. Doctors may, rather than pay cash sponsorship, provide match day and or training support to ensure if someone gets injured they can be treated safely on the spot.

These members are then more likely to see the health professional that has been able to assist them at the club as they are already aware of the patient's history as well as having begun to build relationships with them. Referral vouchers or discounts are a great way to encourage this further.

### Sponsorship Inclusions to Consider

Opportunities for these Health Professionals to build relationships with club members and players through, mouth guard fittings, eye checks or product support or game and training day support.

These professionals could also be included into your club's email newsletter, on the website and social media.

Discounts to club members who are referred from the club

### Potential Revenue

Upfront cash sponsorship  
Referral fees for club members

### Other Potential Inclusions

Free services on game days or at training  
Vouchers for awards and fundraising nights



## Driving School

### Opportunity

The obvious connection to sports clubs is with young adolescents who are starting to drive.

While this group is great to target, there is also the opportunity to connect with parents or grandparents (depending on the membership profile of your club) that could be looking to purchase lessons for their children or grandchildren. The driving school could promote how great driving lessons are as a present for the “hard to buy for” adolescents.

### Sponsorship Inclusions to Consider

The driving instructor could come and talk to the adolescents (at learner driving age) about driver safety and how to pass your licence.

Another great way for driving instructors to build relationships with young members is to maybe hold clinics on how to reverse a trailer. This can be done in a fun way to create a mini event that would be highly valued by participants.

The key to this is to build a relationship between the driving instructor and the members so that they feel comfortable to choose this instructor.

The sponsor could also offer special deals for birthday or Christmas presents.

### Potential Revenue

Upfront Cash amount

Percentage of lessons sold to members

### Other Potential Inclusions

Lesson vouchers for awards or prizes at events.



## Electronic Stores and Whitegoods chains

### Opportunity

These stores are notoriously difficult to get cash sponsorship from but just about all stores will run members days or nights where a percentage of the sales are donated back to the club. This is a great fundraiser to partner with other clubs or to do with your association, league or district all on the one night. Usually these nights are held when the store is normally shut, which can create great value for the store and if your club can bring a large amount of people into the store at this time the store will usually have significant discounts and sales for the night. This is why it is a great idea to partner with other clubs, in order to increase the number of people coming through the door. This is the type of fundraising event that your club could run on an annual basis and if the date

of the event is known well in advance, members may hold off buying electronic and whitegoods until the special fundraising event. This generally results in a significant fundraiser for both the store and the club.

It is also good to note that if you have a successful first year, then the store is much more likely to provide a cash sponsorship to stop you taking the very valuable member's day to a competitor.

### Sponsorship Inclusions to Consider

Holding a members night for club members with discounts and specials. A percentage of sales can then be donated back to the club.

Ongoing discounts when showing your club's membership card or loyalty cards

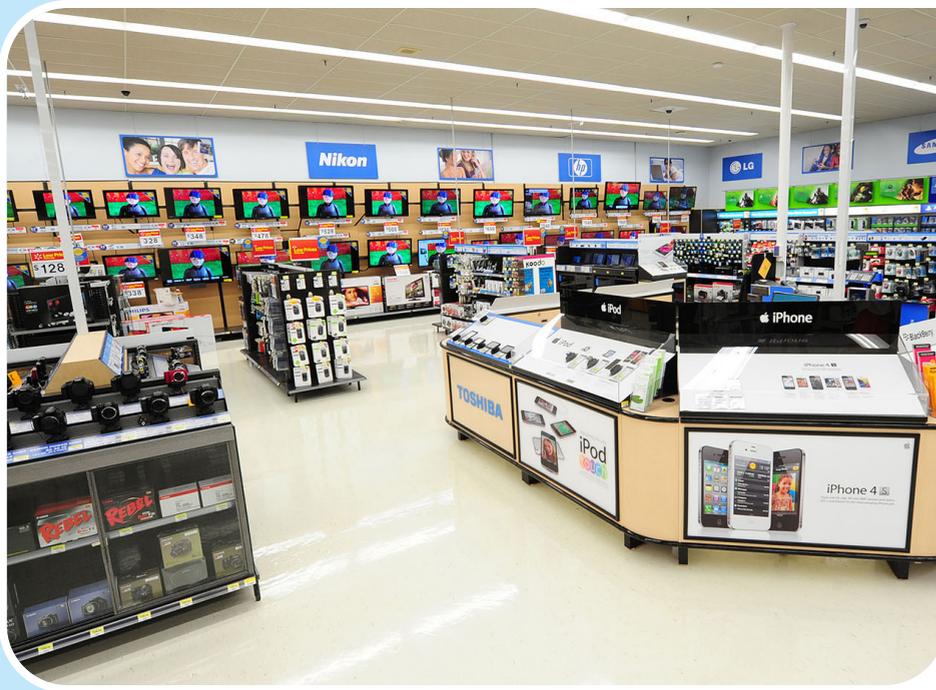
### Potential Revenue

Upfront cash sponsorship

Percentage of sales made by club members, particularly from member's nights.

### Other Potential Inclusions

Goods and services for awards and prizes (These type of stores generally have a lot of old stock and superseded models which they are unable to sell. The manufacturer often give permission for them to give them to your club as prizes).



## Food Restaurants (including Fast Food)

### Opportunity

Similarly to cafes, when people think of restaurants they usually think about encouraging their members to visit the restaurant. There are also more opportunities to bring the restaurant to the club that can be included when partnering with sports clubs.

### Sponsorship Inclusions to Consider

Once a month, after training, your club could provide meals supplied by the restaurant. Buying food from the restaurant and selling it through the club (particularly when the shop is usually shut) is a wonderful opportunity to create additional income for the restaurant while also showcasing their food to a large group of people. This could also become a monthly social event at the club.

Your club could hold events or meetings at the restaurant.

You can encourage members to attend the restaurant. This could be with discounts for club members or loyalty cards.

The restaurant could have a stall or van at major club functions and events (for example and outdoor movie night or carols by candlelight)

### Potential Revenue

Upfront cash sponsorship

Amount per meal sold at club events or to club members

### Other Potential Inclusions

Discounts and loyalty cards

Vouchers for awards or auction nights



## Fruit and Vegetable Shop

### Opportunity

The obvious partnership with a fruit and vegetable shop is that they exclusively supply the fruit and vegetable needs of the club and for club members to be strongly encouraged to buy their fruit and vegetables from the sponsor. This can potentially be taken a step further by having the fruit and vegetable shop set up a service where on a weekly basis, (either on training or match days) members can fill in an order form which the shop will deliver to the club the following week.

While dropping off the week's orders the shop can also collect the orders for the following week.

This is a great service for members as it offers the convenience of delivery and is great for the green grocer as it opens up a whole new market.

### Sponsorship Inclusions to Consider

The inclusion of a weekly delivery service for club members  
Exclusive supply of the club's fruit and vegetable needs

### Potential Revenue

Upfront cash amount  
Percentage of orders made through the club

### Other Potential Inclusions

Vouchers or products for awards or prizes.



## Hardware Store

### Opportunity

Notoriously the larger hardware stores are difficult to gain cash sponsorship from and they often avoid the need to do this by creating the opportunity for clubs to hold BBQs at their stores. These BBQs can typically make clubs around \$1,000 - \$2,000 but does create a large amount of work for club volunteers.

Another alternative, (similarly to the Electrical and whitegoods stores) is to create a members day where a percentage of sales to members is donated back to the club. Usually these nights are held when the store is normally shut, which can create great value for the store. If your club can bring a large amount of people into the store at this time, they will also usually offer discounts and sales for the night. This is why it is

a great idea to partner with other clubs, to increase the number of people coming through the door. Also having this date organised well in advance allows members to hold off buying large items and to save them to buy on the member's night.

This could be a particularly successful fundraiser as many clubs have strong links with trades people who, if the discounts offered are significant enough, may purchase large amounts.

If you have a successful first year then the hardware chain is much more likely to provide a cash sponsorship the following year to stop you taking the very valuable members day to a competitor.

### Sponsorship Inclusions to Consider

Holding a members night for club members with discounts and specials. A percentage of sales can then be donated back to the club.

Discounts when showing your club's membership card or loyalty cards

### Potential Revenue

Upfront cash sponsorship  
Percentage of sales made by club members, particularly from member's nights.

### Other Potential Inclusions

Goods and services for awards and prizes



## Mechanics

### Opportunity

As we have spoken about in our 'tradies' section, your club may choose to list local mechanics in a club directory.

Mechanics could also look to set up an opportunity for members to have their cars picked up from the club, serviced or repaired and then dropped back on game day or to training. This creates an easy option for members and builds trust as it is connected to their club.

The Mechanic could also offer discounts or special deals for club members.

### Sponsorship Inclusions to Consider

Pick up and drop off for servicing once every month to three months  
Discounted services for members or have a loyalty card.

### Potential Revenue

Upfront cash sponsorship  
A percentage of money spent by members or a referral fee.

### Other potential inclusions

Vouchers for awards and prizes



## Nursery

### Opportunity

As discussed with Art Galleries, Nurseries are not often associated with sponsoring sports clubs but with the right partnership, a nursery and a sports club can be very mutually beneficial. A key need for a Nursery is for people to see and purchase their plants and sports clubs have a great ability to create this audience.

### Sponsorship Inclusions to Consider

Your club could look to hold functions at the Nursery. This would make for a unique location for a club cocktail party or season launch. Perhaps some of your club's more formal events.

• The nursery could bring plants down to the club to sell and showcase at big club events.

Your club could include a featured plant in the email newsletter and on the club website each month.

### Potential Revenue

Upfront cash payment  
Referral commission on products sold

### Other Potential Inclusions

Free venue hire for club functions  
Vouchers and give aways for prizes and awards



## Photographer

### Opportunity

Partnering with a photographer offers many opportunities for both the photographer and the club.

The benefit for the club of having a photographer is that the photos taken of the team and competition action are high quality and able to be used to help generate fundraising revenue. These photos can be used for products such as year books, trading cards, calendars, stubby holders, posters and much more. Your club can also get great shots of Premiership teams and Grand final photos. These items can all then be sold to members and players. They also become great presents, particularly around Christmas for the notoriously hard to buy for Grandparents, Auntys and Uncles.



In terms of providing benefits for the photographer, not only do they build their own portfolio of photos but they are also advertising their ability and business to all involved at the club. Being at the club and building personal relationships with the members and supporters creates a wonderful group of potential clients. Whether it is wedding photography, family portraits or children's photography, this audience will most likely, at some stage, be looking for this service. Adding this advertisement into the club's social media, website and email newsletters reinforces this message. The photographer might also like to consider discounts for club members or special deals around Christmas time for photos, in particular of children or family portraits. What a great gift!

### Sponsorship Inclusions to Consider

Photos from game days and events to be taken and given to the club to add to items in order to fundraise

Advertising of services on the club's website, on social media and in the email newsletter

Offer club members discounts on Christmas photo shoots.

### Potential Revenue

Upfront Cash Payment

Percentage of bookings made by club members

### Other Potential Inclusions

Free photos of competitions and club events

## Physiotherapists/Massage Therapists

### Opportunity

Physiotherapists and massage therapists will often support the club, not through cash but through game day services and initial game day treatment. This is a necessity for clubs in order to help keep their players safe and if not done voluntarily could be extremely expensive.

The benefits for the Physiotherapists and Massage Therapists is that the initial treatment of any injuries or muscle tightness often creates a strong flow of referred patients. In terms of the audience these professionals are looking to target for new clients, sportspeople are high up on the list. As well as these services, your club may also look to include their businesses in the club newsletter, on social media and on their website.

### Sponsorship Inclusions to Consider

Inclusion in game days and training in order to advise and treat players. Physiotherapists and Massage Therapists may choose to create referral vouchers of discounts for members who then come down to their businesses.

Advertising in the club's email newsletter, on social media and the club's website.

### Potential Revenue

Upfront cash sponsorship for inclusion in club publications and on social media

Percentage of referred clients or a referral fee

### Other Potential Inclusions

Free professional services on game day or at training

Vouchers for awards and giveaways at fundraising nights



## Pub or Hotel

### Opportunity

Similarly to restaurants, when people think of pubs they usually think about encouraging their members to visit the pub. While this is great for the relationship between the sports club and the pub it is also important to create opportunities to bring the pub to the club for members and supporters to buy from.

### Sponsorship Inclusions to Consider

Most clubs simply offer the pub or hotel to be the exclusive provider of alcohol to the club but there is so much more clubs can include in sponsorship proposals including:

Once a month, after training, your club could provide meals supplied by the restaurant. Buying food from the restaurant and selling it through the club (particularly when the shop is usually shut) is a wonderful opportunity to create additional income for the restaurant while also showcasing their food to a large group of people. This could also become a monthly social event at the club.

Your club could hold events or meetings at the restaurant.

You can encourage members to attend the pub's restaurant. This could be with discounts for club members or loyalty cards.

The restaurant could have a stall or van at major club functions and events (For example and outdoor movie night or carols by candlelight) or provide meals for the club after training or matches.

### Potential Revenue

Upfront cash sponsorship

Amount per meal sold at club events or to club members

### Other Potential Inclusions

Discounts and loyalty cards

Vouchers for awards or auction nights



## Real Estate Agent

### Opportunity

Every club generally has a real estate agent as a sponsor and the successful ones are well known around the club. For real estate agents, it is so important to create relationships with the people at your club.

The important part of the sponsorship will be to create opportunities to include the real estate agent into club activities so they can meet members face to face and build a relationship with them over time.

The real estate agent can talk to the younger members of the club about how to get a rental property and the traps to avoid.

Another great way to incorporate real estate agents into club activities is to have a club auction as a fundraising event, either in its own right or as part of a bigger event, and have the real estate agent provide the auctioneer. They all love to show case their auctioneering talents!

### Sponsorship Inclusions to Consider

#### Potential Revenue

Upfront cash amount

Referral fees or percentage of sales made on behalf of club members

#### Other Potential Inclusions

Vouchers for awards and prizes



## Sports Store

### Opportunity

The connection between Sports Stores and sporting clubs is obvious. In terms of the Sports Store's prime audience, people who play sport are the customers they are most wanting to target.

Your club can provide great opportunities for these stores to gain income and also build a base of long term customers. It is a great idea to organise a night prior to the beginning of the season or connected to registration day where the sports store can come down to the club to sell equipment and uniform to your members. The sports store might also like to organise demonstrations from manufacturers of the different equipment for the night.



In terms of creating value for your club, it is important that this session is booked in early and promote heavily. This is similar to a members nights but instead of visiting the store, you are bringing the products to the club. With enough notice members will generally hold off buying these items until the club's event. Also offering discounts is a wonderful way to ensure as many people as possible purchase on the night.

### Sponsorship Inclusions to Consider

Your club could run an event where the store brings the products to the club. This could include discounts, demonstrations, food and a social atmosphere.

Your club could look to hold a members night at a special time when the shop is usually shut. For example after hours at 5pm on a Monday night. You could add champagne, DJs and discounts to the night to make it a great club event.

Advertise products and sales through your club website, email newsletter and social media sites.

### Potential Revenue

Upfront cash amount

Percentage of sales sold to members (especially related to the members' night)

### Other Potential Inclusions

Discounted or free equipment for use at the club

Discounts vouchers for award prizes and auction items

Discounts for members who show their club membership card

## Supermarket Chains

### Opportunity

Supermarket chains are another notoriously difficult sponsorship to lock in. As with the large hardware stores, generally large supermarkets also now offer opportunities for clubs to hold BBQs to help raise funds.

Your club may be able to create a situation where you can organise a discount or contribution. For example the 'Ritchies Community Benefit Card Program'. This program involves a percentage of money spent by customers being donated back into the community. There is no cost to join and a great opportunity for additional club revenue if you can promote to members that their grocery shopping can help to support the club.

Other avenues to try are to partner with the supermarket as the exclusive supplier of your canteen or you could see if the supermarket would be happy to link your club directly with their suppliers.

### Sponsorship Inclusions to Consider

- Exclusive supplier to the club for the canteen or events
- Hold a BBQ at the store
- Join a loyalty program or other contribution program.

### Potential Revenue

- Upfront cash payments
- Percentage of sales to club members

### Other Potential Inclusions

- Discounted food supplied to the club for the canteen or events



## ‘Tradies’

### Opportunity

Clubs are generally full of (or have links to large number of) ‘Tradies’ of all types. Conversely members are constantly looking for different services from their home or businesses. Linking these two together makes a lot of sense and can become a great opportunity for both the club and Tradesperson.

### Sponsorship Inclusions to Consider

Clubs may consider creating a directory of ‘Tradies’ within your club and ask for a small amount from each person to be listed in the directory. This could be promoted on the website and through the email newsletter and social media. While individually the amount paid by each ‘Tradie’ member might be quite small, when combined with all of the other ‘Tradies’ at your club, this may create quite significant revenue.

Another great service you could offer advertisers in your directory is for ‘Tradies’ to use the club to advertise for apprentices.

### Potential Revenue

Cash sponsorship

### Other Potential Inclusions

‘Tradies’ may offer time which can be given away by the club as auction items or club awards

They may undertake maintenance or development around the club in return for sponsorship and promotion.



## Travel Agent

### Opportunity

Travel agents have a wonderful and unique opportunity when looking to partner with sports clubs. Particularly if you have members who like to travel interstate or overseas regularly for holidays. Clubs with an older membership base, often Golf clubs, yacht clubs and bowls clubs may wish to create a social activity where the travel agent will regularly come and present different holiday options from around Australia and the world. This event could include food and coffee or wine and be a social highlight for members.

Once the Travel Agent has presented the holiday options it is highly likely that someone (or a number of people in the room) will be interested in looking into the offers further. The club can ask that any bookings made by club members are recorded and either a percentage paid back to the club or a referral fee offered.



Some clubs actually run this type of event on a quarterly basis which creates significant holiday sales for the travel agent and subsequently income for clubs.

Your club could also promote holiday destinations and specials on social media, your club's website and in your email newsletter.

Additionally if any clubs have end of season trips or trips to compete in national or international events, booking through your sponsor is a great way to support them and also get a great deal.

### Sponsorship Inclusions to Consider

Opportunities for the Travel Agent to present holiday options to members through a morning tea or other event.

Inclusion in club newsletters, on the webpage and social media accounts, perhaps a destination a month which again becomes interesting content for members.

Any club travel is encouraged to be booked through the sponsor

### Potential Revenue

- Upfront cash sponsorship
- Percentage of sales made to club members

### Other Potential Inclusions

- Discounts on club travel
- Vouchers for awards or prizes