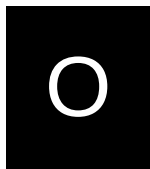


# SPONSORSHIP OBJECTIVES

**When seeking sponsorship for your club or committee, it's important to approach potential sponsors strategically by first understanding their marketing and business goals.**



ften, sponsorship seekers make the mistake of focusing on the benefits of sponsorship too early in the conversation.

Before discussing what your club can offer, take time to understand the sponsor's objectives. This approach will help you tailor your proposal and show how the partnership can deliver measurable results.

Here are some key sponsorship objectives you should consider:

- Promote employment opportunities
- Use of sponsor's venue for events
- Product or service demonstration
- Network with co-sponsors
- Digital activations
- Unique experiences
- Sponsor logo exclusivity
- Positively impact brand image
- Increase brand loyalty
- Improve brand credibility
- Increase brand visibility/awareness
- Stimulate sales/trail/usage
- Entertain clients/prospects
- Showcase social/community responsibility and relationships
- Association with leadership initiatives



**When approaching major sponsor prospects, a thoughtful and strategic process is key.**

Initial discovery meeting to understand their brand, commercial and community engagement objectives.

After gathering insights during your discovering meeting, refer to your sponsor asset register. The goal is to match the sponsor's needs to the right platform.

Based on the insights gained and the assets available, craft a proposal that's tailored to the sponsor's goals.

After presenting the proposal, allow the sponsor time to evaluate.

# SPONSORSHIP 101 FOR CLUBS

## FREQUENTLY ASKED QUESTIONS

### What is sponsorship?

Sponsorship is a partnership between a club and a business or organisation where the sponsor provides support usually financial, but sometimes in-kind (goods or services), in exchange for benefits like brand exposure, community engagement, or customer loyalty. For clubs, sponsorships are essential to fund activities, improve visibility, and expand reach.

### Why should our club seek sponsorship?

Sponsorship helps clubs generate additional revenue to fund programs, activities, and facilities. It also allows clubs to enhance their visibility and credibility, while providing sponsors with an opportunity to engage with a relevant audience.

### How do we approach potential sponsors?

Start by understanding the sponsor's objectives (e.g., brand awareness, customer loyalty, community engagement) and aligning them with what your club offers. Craft a tailored pitch that includes your club's reach, audience demographics, and impact in the community. Demonstrate how the partnership will help the sponsor achieve their goals. Follow up with a professional proposal that includes a clear value proposition.

### Can we have multiple sponsors?

Yes, most clubs can have multiple sponsors, but it's important to ensure there are no conflicts of interest and that the sponsorship opportunities are clearly differentiated (e.g., different levels of sponsorship or different categories of products/services).

### If you are engaging a business in your community for a major sponsorship should you make other businesses in the same category aware of the opportunity?

Yes, transparency is always best, and there's nothing wrong with some competitive tension.

### Should we offer standard sponsorship packages or tailor them to sponsors?

It depends on the size of the sponsorship and the sponsor's needs. For smaller sponsors, standard packages can work well, offering clear, predefined benefits.

For larger, more strategic sponsors, it's often better to create customised sponsorship packages that align with their specific business goals. A mix of both can ensure flexibility while catering to a variety of sponsor types.

### What is the most important thing to address in a 'Sponsorship Invitation' document pitched to prospects?

Defining your club's reach and impact.

### Is promoting a club's vision, purpose and values a key part of a sponsorship pitch?

Absolutely.

# SPONSORSHIP 101 FOR CLUBS

## FREQUENTLY ASKED QUESTIONS

What are the most common mistakes clubs make with sponsorship?

Not understanding what they really have to sell

### **Mistake:**

Clubs often fail to properly assess or articulate their assets. They don't always understand what makes them valuable to sponsors, whether it's their community reach, fan engagement, or specific events.

### **Solution:**

Clubs need to take time to clearly define their sponsorship assets, whether it's advertising space, event participation, digital engagement, or grassroots connections, and assess their value proposition.

Selling Benefits Without Understanding the Sponsor's Objectives

### **Mistake:**

Clubs often focus on what benefits they can offer (e.g., logo placement, media exposure) without first understanding the specific objectives of the sponsor. This can lead to mismatched partnerships.

### **Solution:**

Before making the pitch, clubs should conduct an initial discovery meeting with the sponsor to understand their goals.

Not being sponsorship ready

### **Mistake:**

Many clubs aren't "sponsorship-ready" when they first start pitching. This includes not having the right documentation, professional presentation materials, or even a clear strategy for how sponsorships will be managed.

### **Solution:**

Clubs must ensure they are fully prepared before reaching out to potential sponsors. This includes creating a clear sponsorship program that outlines what sponsors will receive in return, having professional-looking collateral, and understanding how they'll measure success.

Overpromising and underdelivering

### **Mistake:**

In their eagerness to secure sponsorships, clubs sometimes overpromise on what they can deliver and then fail to meet those expectations.

### **Solution:**

It's crucial for clubs to only commit to what they can realistically deliver. This means not overstating audience size, engagement levels, or the extent of exposure. Being honest about what your club can offer builds trust with sponsors and helps ensure that both parties are satisfied with the partnership.

## QUICKTEST

Do you really know what to sell when it comes to sponsorship at your club?  
By taking this quick test, you can identify areas that need attention and make sure you're fully prepared to approach potential sponsors effectively.

01

Have you fleshed out your sponsorship assets and captured them in an asset register?

*Why it matters:* An asset register is a detailed inventory of everything you can offer to potential sponsors: logos, signage space, social media channels, event sponsorship and more. If you don't know what assets you have to sell, its impossible to pitch sponsors effectively.

YES

NO

02

Have you looked at the market in terms of business categories before going to market?

*Why it matters:* Market research helps you understand what businesses operate in your area and their potential interest in sponsoring. It's essential to know who your competitors are and ensure you're targeting businesses that align with your audience. Sponsorship is about building strategic partnerships, so identifying the right business categories is critical.

YES

NO

03

Do you have professional selling tools to pitch to small business in your local area?  
And do these tools have the right inputs?

*Why it matters:* Selling tools such as proposals, media kits, and sponsorship packages are necessary to effectively communicate your club's value. If you're targeting local businesses, ensure your tools reflect your community's values and show a clear return on investment (ROI).

YES

NO

04

Have you considered what sponsor want to see?

*Why it matters:* Sponsorship is about meeting sponsor objectives. Businesses sponsor clubs to achieve specific goals, whether it's increasing brand awareness, driving sales, or reaching a specific audience. Understanding the sponsor's goals helps you align your pitch with their needs.

YES

NO

## QUICKTEST

05

Does your proposition include media exposure and does it consider the equivalent value?

*Why it matters:* Media exposure is one of the most attractive sponsorship benefits. Ensure you can articulate the value of your club's media exposure: social media reach, website traffic, TV, radio, or press mentions and provide sponsors with equivalent value (e.g., cost-per-impression or media equivalency).

YES

NO

06

Have Do you explore a prospective sponsor's objectives when pitching?

*Why it matters:* Every sponsor has specific goals. Instead of just listing benefits, you need to ask questions about what a sponsor wants to achieve and tailor your pitch to match those objectives. This builds a stronger connection and makes your offer more compelling.

YES

NO

07

Have you defined your club's reach and impact?

*Why it matters:* Defining your club's reach (audience size, demographics, and engagement) and its impact (community involvement, influence, or social value) is crucial. Sponsors want to know how many people they'll reach and how your club can help them achieve their marketing goals.

YES

NO

08

Do you know when to use packages or when to use a bespoke approach?

*Why it matters:* Not all sponsors fit neatly into pre-packaged options. Larger sponsors or more specific needs may require a customised approach. Knowing when to offer standard packages and when to tailor a bespoke offer ensures you are flexible and meeting sponsor expectations.

YES

NO

### How did you do?

**If you answered YES to most questions:** Your club is sponsorship-ready, and you're on the right track to securing and managing successful sponsorships.

**If you answered NO to several questions:** It might be time to revisit your approach. Consider developing your sponsorship assets register, doing some market research, and refining your pitch tools. These foundational steps will help you build a stronger sponsorship program.

# TOP TEN TIPS FOR A SUCCESSFUL SPONSORSHIP INVITATION?

A successful sponsorship invitation is a well-crafted document or pitch that clearly conveys the value of partnering with your club. It should demonstrate how the sponsorship aligns with the potential sponsor's goals while showcasing the unique benefits of your club's assets.

01

## Clear and engaging information

### What to include

A brief introduction that clearly explains your club's identity, mission, and the specific sponsorship opportunity. Make sure the tone is welcoming and professional, showing enthusiasm for the potential partnership.

### Why it's important

This section should grab the sponsor's attention right away and create interest in reading further.

02

## Define the sponsorship opportunity

### What to include

Clearly outline what you are offering to the sponsor.

This could include:

- **Brand exposure** (eg. logo placement, signage at events)
- **Exclusive rights** (eg. naming rights to a specific event or venue)
- **Event participation** (eg. hosting or speaking opportunities)
- **Digital exposure** (eg. social media shoutouts, website features)
- **Product placement or samples** (eg. at club events)

### Why it's important

The sponsor needs to understand exactly what they'll receive in exchange for their investment. Clear, specific benefits will make it easier for them to assess whether it aligns with their goals.

03

## Demonstrate your club's reach and impact

### What to include

Provide relevant data and insights on your club's audience reach, engagement, and community impact.

Include metrics such as:

- **Social media following** (eg. Facebook, Instagram, Twitter, LinkedIn)
- **Website traffic and email list size**
- **Attendance figures for events**
- **Community involvement** (eg. local initiatives)

### Why it's important

Sponsors want to know who they'll be reaching. Highlighting your club's audience demographics and the depth of engagement helps sponsors evaluate whether your club can help them achieve their marketing goals.

04

## Align with sponsor objectives

### What to include

Understand and address the sponsor's objectives, whether they're focused on increasing brand awareness, driving sales, or reaching a specific audience. Show how partnering with your club can help them achieve these objectives.

### Why it's important

Every sponsor has different goals, so demonstrating how your club can help meet those goals will make the partnership more appealing. Tailor your proposal to their specific needs.

05

## Provide detailed sponsorship packages or tailored options

### What to include

Offer standard sponsorship packages or bespoke options based on the sponsor's needs.

For example:

- **Tiered packages with varying levels of investment** (eg. Gold, Silver, Bronze)
- **Custom opportunities for larger sponsors** (eg. naming rights, exclusive sponsor at a key event)

### Why it's important

Giving options allows sponsors to choose a level that fits their budget and needs. A bespoke approach also makes larger sponsors feel special and valued.

06

## Highlight the return on investment (ROI)

### What to include

Quantify how the sponsorship will benefit the sponsor.

Provide examples of past sponsorships and ROI data such as:

- **Social media impression**
- **Brand visibility metrics** (eg. how many people saw the sponsor's logo)
- **Sales growth** (if applicable)
- **Community goodwill** (eg. positive publicity from supporting local causes)

### Why it's important

Sponsors want to know who they'll be reaching. Highlighting your club's audience demographics and the depth of engagement helps sponsors evaluate whether your club can help them achieve their marketing goals.

07

## Clear and professional presentation

### What to include

Ensure the document is well-organized and visually appealing:

- **Clean layout** with headings, bullet points, and whitespace for easy reading
- **High-quality images** (eg. club logo, past events, sponsor logos)
- **Consistent branding** that reflects your club's identity

### Why it's important

A professional and polished presentation reflects well on your club and shows that you're serious about the partnership. It also makes the invitation easier for the sponsor to navigate.

08

## Personalisation and customisation

### What to include

Tailor the invitation specifically to the potential sponsor. Address the sponsor by name, and reference specific reasons why this sponsor would be a good fit for your club. Include any previous relationships you've had with the sponsor or their industry.

### Why it's important

A personalised touch makes the sponsor feel valued and shows you've done your homework. It also helps to make your pitch stand out from generic sponsorship requests.

09

## Call to action (CTA) and next steps

### What to include

Close the invitation with a clear call to action (CTA), inviting the sponsor to take the next steps:

- **Set up a meeting or phone call** to discuss the proposal further
- Provide **contact details** and **follow-up timeline**

### Why it's important

You want the sponsor to act. A CTA that's easy to follow encourages them to take the next step toward finalising the partnership.

10

## Testimonials or case studies

### What to include

Include success stories or testimonials from previous sponsors or partners. If possible, provide data that demonstrates the positive outcomes from past sponsorships, such as increased brand exposure or sales.

### Why it's important

Social proof helps build credibility. Sponsors are more likely to trust your club if they can see how past partnerships have been beneficial.

## Summary of Key Points for a Successful Sponsorship Invitation

- **Clear and engaging introduction** that grabs attention
- **Detailed sponsorship offerings** with clear benefits
- **Defined reach and impact** of your club (audience, community engagement, etc.)
- **Tailored approach** to the sponsor's objectives
- **Structured sponsorship packages** with options for different budgets
- **Quantifiable ROI** to demonstrate value
- **Professional and visually appealing presentation**
- **Personalisation** to make the sponsor feel valued
- **Clear call to action** and next steps
- **Social proof** (testimonials, case studies)

A successful sponsorship invitation is one that demonstrates your club's value, aligns your offer with the sponsor's objectives, and makes it easy for the sponsor to envision a mutually beneficial partnership. By focusing on your club's reach, impact, and tailored benefits, you'll increase your chances of securing long-term sponsorship relationships.