

CAPABLE CLUBS SNIPPETS

SOURCING AND SERVICING SPONSORS

Overview

Sponsorship is a great way to create an extra revenue stream for the club or assist with running events. Businesses love to support community organisations and a well thought out sponsorship package can help attract them.

Brief Summary

1. Determine what your club would like sponsorship for (tournament, equipment, programmes, operations)
2. Discuss potential sponsors who are likely to want to be involved with what you're asking sponsorship for. Sponsors want to be able to promote to their target market
3. Create a list of what your club can offer to potential sponsors (signage around the club, mention in club newsletter/social media, naming rights)
4. Develop a proposal including all relevant information including background about your club and what sponsors will receive. You might have different tiers of benefits and prices for different size businesses
5. Send out your proposal and ensure follow-up
6. Once successful, make sure you look after your sponsor and do what you said you would!



Linked Resources

[Seeking and Servicing Sponsors](#)
[Raising Funds – Active toolkit](#)
[Sponsorship Package template](#)

Key Points

1. Sponsorship can be sold to raise funds in many areas of a club such as tournaments, junior programmes, fundraising events, or general club sponsorship.
2. Remember that sponsorship is different to a donation, in that businesses are looking at it from the perspective of an investment they want to see a return from.
3. Capture information for your proposal that will help potential sponsors understand the audience you can offer them. This can include member demographics (age, gender, where they live, etc.), and exposure data such as the size of your mailing list and social media reach.
4. Think of the different opportunities you can offer to potential sponsors to help promote their products or services to members, and calculate a package value based on these. Also consider the size of the business you want to approach, and whether getting one large sponsor or a number of smaller sponsors will be more successful.
5. After preparing the sponsorship proposal, start contacting your list of potential sponsors. Ringing first will get a better response and can ensure you send it to the correct person. Follow-up after five days if you haven't heard back.
6. Once secured make sure you deliver on everything offered in the package. Building a positive relationship can secure continued funding.